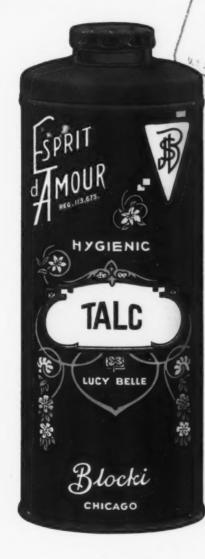
# merican Perfumer

and Essential Dil Review

14 CLIFF ST., NEW YORK

JAN. 1923

VOL. XVII NO. II



(SEE PAGE 9)

(STOPPER FACTORY) NEW YORK

PERFUMER

PUBLISHING

COMPANY

## OTTO of ROSE d'OR

For the Perfumer Who Seeks to Employ the Full Rich Fragrance of the Rose There Is Only

### OTTO OF ROSE d'OR

distilled exclusively from selected blooms of the superb red roses of Kazanlik

It is only from these red roses, Rosa Damascena, that the finest Otto is obtained and then only when they are grown in certain favored districts of Bulgaria where the cultivation rests on the accumulated experience of centuries.

The selection and distillation methods of Botu Pappazoglou & Co. are equally the results of long experience and OTTO OF ROSE d'OR for many years has set a standard for purity and richness of odor value which others have found it difficult, if not impossible, to equal.

BOTU PAPPAZOGLOU & CO. - Kazanlik UNGERER & CO., Sole Agents - New York

## CHUIT-NAEF, Geneva

## **Basical Odorant Principles**

of the utmost purity and standardized quality for use in the preparation of all scented products.

## Quasi-Natural Perfume Bases

possessing interesting possibilities for the creation of new odors and the improvement of present ones.

UNGERER & CO., New York

## "Bush" Ottos

For high-class Perfumery. Face Creams, Powders and other Toilet Preparations. Samples and suggestions on application.

## Terpeneless Essential Oils

Lemon, Limes, Orange

## Oleo Resins

Ginger, Capsicum

## W. J. BUSH & CO., Inc.

370 SEVENTH AVE.

NEW YORK, N. Y.

also

54 W. Lake St., Chicago, Ill.

70 Kilby St., Boston, Mass.

394 St. Paul St. W., Montreal, Canada

## We call your attention to the following of our Specialties:

#### MUSK

Tonkin and Sawko in pods or grains.

Our long established connections in **Shanghai** being closer than purely commercial interests, enable us not only to offer prices which will compare favorably with those quoted to you by firms directly from Shanghai, but more particularly to guarantee you a reliable, choice quality. For Musk, more than any other article **Civet**, perhaps excepted, **quality** alone should be considered. In fact, the price is of little value without the Musk in your hands for approval, which is always the case with us. Many are the ways of adulteration, often so scientifically made, that an expert alone can detect same. We give you full guaranty for what you buy from us, pods or grains. Our importations, which are by far the largest of any firm here or abroad, demonstrate fully the appreciation of our customers and the truth of our statement.

#### CIVET

CIVET. Every word we say about Musk, we can only repeat for Civet, with the addition, that our G. L. special quality, stands without a rival. The strength and superiority, due to the purity and selection, are so acknowledged that the trade is willing to pay the high price necessary to obtain pure Civet, having about double the value of the market price of so-called prime Civet. You can only test Civet in tincture, no other test is reliable. Note the strength, but more particularly, the Musk-like character of the scent of a tincture made with our Special Civet, and you will never use any other. We can well say the majority of the American perfumers are now using our Special Civet. Unfortunately, the supply is comparatively limited.

#### A Few Other of Our Many Specialties

Geranium Bourbon and Algerian (only limited quantities). Lavender flowers (32-42% Ester) now distilled for us. Rosewood femelle (Bois de Rose), direct importations.

ORRIS CONCRETE and liquid, our distillation. The liquid has fully the strength (and more) of the concrete, the wax (myristic acid) having been eliminated.

YLANG-YLANG, Manila. We are sole agents for the Julio Witte Brand, well known for its superior quality. The production of Ylang-Ylang in Manila has much decreased, the quantities shipped to us of the Julio Witte oil are not as large as we would like to receive.

From the Bourbon Islands our resident agent ships us large quantities of excellent oil Ylang-Ylang. We have found that by careful fractionation we produce an oil of very high character.

We further call your attention to our oil of Sandalwood, our distillation, Vetivert Bourbon and East Indian. Indol c, p. (original seal of the maker), Iso-Eugenol, Chlorophyll soluble in oil and alcohol, Otto of Roses, Batzouroff & Cie, Neroli, "La Sabrane" and last but not least

La Sabrane Flower Essences, Concretes and Pomades.

GEORGE LUEDERS & CO.

427 Washington Street

New York

## L. GIVAUDAN & CO.

Works at Geneva, Switzerland, and Lyons, France General offices: 36 Rue Ampere

(18c) Paris



General view of our factory at Vernier near Geneva, Switzerland

We call special attention to

## Cinnamic Alcohol, crystallizable, 100%

one of the chief constituents of Gum Styrax, from which we extract it. It has a very soft and tenacious odor and is an excellent fixative.

## **Essence of Styrax**

extracted from the Gum, contains all the Ethers and Alcohols of the Styrax, is readily soluble in alcohol, colorless, much easier to manipulate than the Gum, and is also a desirable fixative. One pound of this Essence is equivalent to fifty pounds of Gum Styrax. We have a special quality for Soapmakers.

## GEORGE LUEDERS & CO.

Sole Agents for U.S., Canada, Cuba and Mexico

New York

Chicago

San Francisco

Montreal

Agents for Australasia-Carrying Stocks:

Alfred Lawrence & Co., Ltd., 527 Collins Street, Melbourne, Victoria; 162 Clarence Street, Sydney, N. S. W.

BOSTON CHICAGO COLUMBUS, O. KANSAS CITY



NEW ORLEANS PHILADELPHIA SAN FRANCISCO MONTREAL

## FRITZSCHE BROTHERS, INC.

82-84 BEEKMAN STREET,

NEW YORK CITY

Your attention is specially requested to our new

## SOLID FLOWER CONCRETES Jasmine, Rose and Orange

These are the purest natural odors, unaided and unfixed through blending. Not made with a view to price, but to give the highest degree of satisfaction.

Our

#### NATURAL LAVENDER OILS

are from the heart of the producing section, distilled in the most important, modern factory and are the finest produced on French soil. Stocks are in hand to meet requirements for all grades from the Barreme containing not less than 50% Natural Ester down to the U. S. P. Oils of 32-33% Natural Ester.

New arrival of Oil of

#### FRENCH NEROLI PETALE, EXTRA

is of unusual good quality. If you have had difficulty getting good Neroli, ask for a sample from this new stock.

On account of the much higher duty which will be imposed on Synthetic Flower Oils, we respectfully urge users of Schimmel & Co.'s standard Synthetics to lay in as large a stock as possible. We can make prompt deliveries at the lowest prices in years.

Sole Agents in the United States and Canada for

SCHIMMEL AND COMPANY, Miltitz (Leipzig) Germany

GRAS AND COMPANY: Cannes, France

# MAGNUS

#### BENZYL BENZOATE

Water white odorless conforming to all requirements of the A. M. A. Ask us or liberal testing samples.

#### FLORAL OILS

Natural and synthetic. Absolutely free from alcohol—intense and lasting. We have created unusual floral odors which have been "right." Consult us for your requirements.

#### We Also Offer

Diphenyl Oxide Musk Ambrette 100% Indol

## MAGNUS, MABEE & REYNARD, INC.

Perfumer's and Soapmakers Materials

257 Pearl Street New York, N. Y.

Chicago, Ill. 8 So. Dearborn St. Boston, Mass. 101 Tremont St.

San Francisco, Cal. 83 Natoma St.

"as delicate as a bride's bouquet"

## **JASMINE**

The Dainty Fragrance
of Lasting Strength

Our chemists solved one of YOUR problems when they created our broad line of Jasmine perfume oils.

We can suit YOUR requirements.

Do you want to push your product to a trade which will appreciate and pay for the finest quality it is possible to make? Then let us send you a sample of Jasmine F. O., at \$240.00 a pound.

Do you want a good oil at the lowest possible price? Then we will be glad to send you a sample of Jasmine B 21, at \$12.00 a pound.

And we have II other varieties—all of them low in price and high in quality.

Write us on your letterhead, stating your requirements, and we will be pleased to place the service of our chemists and laboratories at your disposal.

Let our chemists solve your problems

MANUFACTURING CHEMISTS

THE FRIES & FRIES CO

CINCINNAT

Largest
Manufacturers of
Di-Ethyl Phthalate

# Containers of refinement in keeping with your product

 $B^{\rm EAUTY}$ , originality and exclusiveness characterize our package suggestions to a trade rightfully insistent upon the superlative in each and every detail.

Years of endeavor in artful package making en-

able us to submit a record of accomplishment which will justify any container commitments, however intricate.

Let our appeal for your favor, therefore, be measured by the notable products with which our containers are identified.





Metal Package Corporation & NY

Executive Ufficer - 309 Fifth Ave. New York City Plants-New York City. Ballimore. Chicago Office. City Hall Square Building.



OUR FACTORY AT MILLVILLE, NEW JERSEY



No. 21 Perfume Test Bottle

PERFUMERS'
BOTTLES

OF

SUPERIOR QUALITY



No. 22 Períume Test Bottle

T. C. WHEATON CO. EXPERT BOTTLE BLOWERS

MILLVILLE, N. J., U. S. A. NEW YORK OFFICE

165 Broadway

## A prosperous 1923 to All

## Pessimism is the Bugaboo of Business

Just how successful we are going to make the year depends to the utmost extent on the manufacturer himself. The opportunity is before us—are we working strenuously enough to obtain the maximum of returns? A great many manufacturers allow pessimism to paralyze the real value of their possibilities. Ordinarily with us the last two months of the year are poor business months, so taking this into consideration, we went after business all the harder. Results: a record big business beyond parallel, for which we thank our many thousands of customers throughout the world. Let us start the New Year right, with a mutual feeling of good fellowship and a desire to co-operate to mutual advantage.

Supposing that a manufacturer's line has become more or less dormant, don't stand still waiting for some unforeseen miracle to revive it. Get in touch with us and see if we can diagnose your case. Co-operation is one of the mainsprings of our business.

Start the year optimistically. Everywhere manufacturers are figuring on new propositions. The numerous inquiries daily received, prove this beyond doubt. Synfleur materials are successfully employed in many proprietary odors and brands of which millions of packages are marketed annually throughout the world. Synfleur materials spell satisfaction. A trial order will prove it. Quality is Synfleur's one salesman and Quality alone has brought our goods into international prominence. It is really worth investigating.

Most industries in the U. S. A. are expecting and arranging for a very prosperous year. Why not make the toilet preparations and perfumery line generally the leading one in accordance with the scope of possibilities.

We are fully prepared to take care of a largely increased output of our clients and new customers. Our facilities are beyond exhaustion.

Are you making arrangements to make 1923 your record breaking year? The finances of the country are sound—the consumption of toilet preparations—figures divulge is increasing at an enormous ratio. Hence, let us all take advantage of the opportunity to the maximum. It requires effort—the other fellow is working—he is investigating how he can increase his business. It is the man who tries, who reaches the goal of success. An inquiry to the Synfleur Scientific Laboratories, Inc. may perhaps give you a ray of light on some new subject—on some new product you have been thinking about. Remember no man can master every line—it would be unreasonable to expect it. Submit your problem to us and see if we can decipher it. We have helped some of the most prominent manufacturers throughout the world. Can we help you? A letter to us will quickly decide it.

Yours for business,

Synfleur Scientific Laboratories, Inc.

#### THE AMERICAN PERFUMER - SYNFLEUR INSERT No. 150D.

COPYRIGHT, 1923, BY M. UPSHUR VON ISAKOVICS



## Synfleur Quality

Standard Perfume and Flavoring Materials
Manufactured in the United States of America



## Syringeol=Synfleur Che Lilac of Distinction



All the sweetness of the blossom---perfectly natural. Imparts the most delightful flowery effects of fresh Lilac blossoms, with all their charm.

Equally suitable for the richest and best perfumes, as well as for all toilet waters, vegetals and sachets. Invaluable for scenting cold creams---fatty or nongreasy. Produces most delightful effects in all Toilet Preparations.

There are Lilac products galore. We have many others, at all prices. But Syringeol-Synfleur is the favorite. Buy a pound and you will quickly realize why.

Pounds \$18.00

Ounces \$1.35

A better product cannot be made. As one of the oldest perfumers wrote us:---

"We have used more Syringeol than any other material and think it grand."

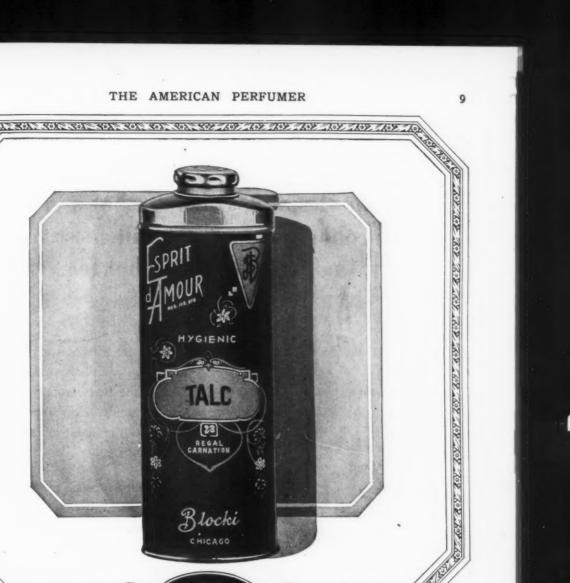
You will think so too after a trial. Merely usual Synfleur Quality. It always leads.



#### Synfleur Scientific Caboratories, Inc.

M. Upshur von Isakovics, Pres. and Creas.
Monticello, New York, U. S. H.





CAN CON CON CON

NE manufacturer of toilet powders may depend on the maker of his containers for nothing more than the faithful carrying out of his own design. For another, the container manufacturer furnishes the decorative scheme as well as the boxes, and he should know what is both effective and practical in decoration.

We are at your service, to carry out your ideas, to consult with you, or to originate designs.

American Can Company

encounterences de conceptences de conceptences de conceptences de conceptences de conceptences de conceptences

The Research Laboratory of a great alcohol manufacturer will assist you in finding a better alcohol for your private purposes.

Alcohol is the largest ingredient of even the finest perfumes. The alcohol you use should be as individually yours as any secret formula you may use in your preparations.

As the largest eastern independent manufacturers of alcohol, our research laboratory has helped solve the "alcohol problem" of hundreds of important manufacturers. All this experience is gladly placed at your disposal in finding the best alcohol for you—viz: the one that will give you the finest obtainable results.

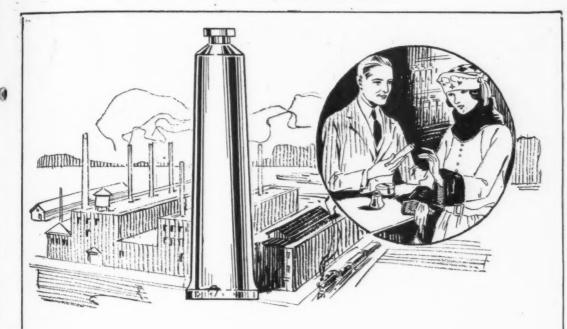
With quality of such tremendous import in your business, why not write us briefly as to the possibility of bettering your alcohol ingredient? Our suggestions are free.

### David Berg Industrial Alcohol Company

Philadelphia, Pa. Branches in Fifteen Principal Cities New York: 527 Hudson Street Telephone Watkins 8430



LARGEST EASTERN INDEPENDENT MANUFACTURERS



## Your Package Stands Out

Wherever they are displayed—on the dealers' shelves, in the show window or on the dressing table—Wirz tubes stand out from all others. The matchless designs, the sharp stamping, the clear lettering and the brilliant coloring of Wirz tubes convey with unmistakable emphasis the superiority of products contained in them. It is literally true that Wirz Tubes Make Sales.

Our plug sprinkler tops in a wide assortment of distinctive and popular designs meet every need of the perfumer at a most attractive price.

A trial will convince you.

## A. H. WIRZ, INC., CHESTER, PA.

Established 1836

NEW YORK OFFICE 30 East 42nd Street Incorporated 1914

CHICAGO BRANCH OFFICE

Cooper & Shuesler

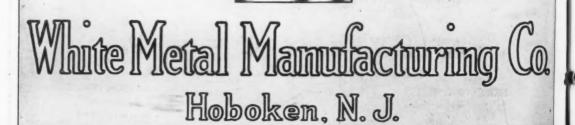
8 South Dearborn Street

## Collapsible Tubes

Plain and Decorated Pure Tin, Tin-Coated, Lead

## Sprinkler Tops

of all Varieties. Plain and Plated





## ADDISON LITHOGRAPHING @

ROCHESTER NEW YORK

CARTONS LABEL'S BOX-WRAPS



## DELPHI



## *IRENIA*

The products derived from Cyclo-Citral have acquired during recent years, considerable importance in modern perfumery. It is sufficient to mention Ionone and Methyl Ionone in order to emphasize the importance of this series of compounds, the presence of which is generally considered indispensable in the majority of fine perfume compositions.

The use of these substances, though extensive, is not so general as the inherent interest of this class of compounds should warrant. This is because the derivatives of cyclo-citral already known (Ionone, Mythl Ionone) have so distinctly a violet character that they can scarcely be used in any quantity except in violet perfumes.

In order for the violet note not to predominate in a compound of the cyclo-citral series, a derivative must be prepared having a very high boiling point.

Such a product should be a fixative of the finest sort, applicable generally to compositions of widely different characters, and imparting to them only the remarkable finesse possessed by the substances of this group.

Our first investigations along this line have already enabled us to perfect the preparation of two new materials:

**METHYL IONATE** (boiling point 140° at 12 mm. vacuum) having a characteristic odor recalling that of mignonette (Réséda).

METHYL IRIDATE (boiling point 155° at 12 mm, vacuum) having a very agreeable fruity perfume suggesting Irone.

The flattering reception accorded these new products when they were submitted to our clients has encouraged us to continue our research in this field, and we have succeeded in producing two other new substances, the boiling points of which are 180° at 12 mm.

#### IRENIA ALPHA IRENIA BETA

This achievement has richly repaid our efforts, for these new perfume bases, besides having an exquisite odor and great delicacy, are remarkable fixatives, owing to their high boiling point.

It is well known that odorous substances boiling at a sufficiently high temperature have great tenacity. To emphasize this point it is sufficient to mention our ALDEHYDE C14 (boiling point about 175°), the odor of which is so powerful that it can scarcely be masked.

IRENIA ALPHA has a very flowery note, while IRENIA BETA possesses an equally valuable fragrance of a wood or root character.

The perfect stability and great odor-power of these substances, as well as their property of producing a delicate flowery total effect in bouquets, make them basic materials of the very greatest interest for the perfumer.

#### DELPHI PRODUCTS, Inc.

Natural and Synthetic Raw Materials for Perfumers

CHICAGO 572 W. Randolph St.

95 Beekman St., NEW YORK Telephone—Beekman 1514 Cable Address—"Incense"

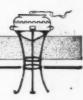


D E L P H





## SERVICE





We want to draw your attention to the following points:

1° Our goods are guaranteed pure.2° The quality, odor and strength are always the same

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Essential Oil of Bitter Almonds Natural, U. S. P. Essential Oil of Sweet Almonds

Essential Oil of Geranium Algiere Pure

Essential Oil of Geranium Bour-bon

Essential Oil of Lavender Spike

" " Lavender Alpa " " Lavender Mont

Essential Oil of Bitter Almonds
Natural, S. P. A.

Essential Oil of Bitter Almonds
Natural, U. S. P.

Essential Oil of Sweet Almonds
Essential Oil of Nereli Bigarade

Petales pure
Essential Oil of Neroli Bigarade

extra Essential Oil of Peppermint

French French Essential Oil of Red Thyme Algiers Essential Oil of Vetivert Bourbon Essential Oil of Vetivert Java Essential Oil of Ylang Ylang Manila

#### CONCRETES

Represent the full odor-value of the flowers from which they are extracted and are of the highest possible concentration.

Rose de Mai

Jasmin

Orris

#### ABSOLUTES

Are identical with the Concretes but are the pure aromatic principle of the flower, undiluted by any foreign body and have greater strength, their ready solubility offering to the perfumer a satisfactory and quick method for arriving at results.

Jasmin Mousse de Chene Orange Rose de Mai

**FIXODORS** 

The fixedors represent in all their intensity the natural odors of the perfume bases from which they are extracted and are of highest possible concentration attainable. They are readily soluble in alcohol.

#### **EXTRAFLORS**

Their foundations were laid by an acknowledged French expert and are offered to the American perfumers as merisorious bases affording him an opportunity to build the superstructure in ac-cordance with ideas dictated by his individual requirements.

#### **ODOROLS**

Are identical in oder with Extraflers but manipulated to meet the requirements of manufacturers of toilet powders, creams and lotions,

#### SURFLEURS

They are scientifically compounded perfumes of artificial origin distilled in the presence of the flower bearing its name, thus enriching the finished unit with a naturalness in aroma exceeded only by the flower itself.

GRASSE J. MERO & BOYVEAU FRANCE

#### SYNTHETICS

Manufactured by

ALBERT VERLEY. Isle Saint Denis (Seine) France

"A. V. RENOWN"

Acetates-Alcohols-Aldehydes 100% Pure-Phenylacetates - Propionates - Salicylates-Valerianates

Acide Myristic, Purified Oil Cinnamon Ceylon Citronellol Ordinaire

Cyclo Citral (Lily Base) Geraniol

Geraniol Palma Rosa Heliotrope Extra Heptine Methyl Carbon-

ate

Ionone Alpha-Beta Irenia Alpha Irenia Beta Iridate Methyl

Methyl Acetophenone, Water White

Methyl Anthranilate of Methyl

Methylnonylacetaldehyde 100%

Muguet Aldehyde

Neanthone (Octyl

Primaire) Nerol Pure

Rhodinol Extra A. V.

#### SYNTHETIC FLOWER OILS

They are a combination of the absolute natural Grasse Essences with high class Aromatical Chemicals. They have been carefully studied and are the results of the thorough tests made by Albert Verley's laboratories, being successfully employed in perfumery, chiefly on account of the mutual actions observed between chemicals and natural essences in perfume compositions.

PERFUMES FOR TOILET SOAPS Especially prepared to resist alkali reaction.

ARTIFICIAL FRUIT ESSENCES Extraconcentrated

The artificial fruit essences are obtained through the highest grade of concentration and are to be diluted in best alcohol in the proportion of 50 to 100 grammes per liter.

TYROLER LATSCHENOL-BRENNEREI ERSTE BRÜDER UNTERWEGER Thal-Assling (Tirol)

Oil Pine Pumilio U. S. P. Oil Savin, Genuine U. S. P.

Oil Juniper Twice Rectified, U. S. P.

Oil Albietis Alba (Pine Needle, genuine) "Air Fresh Alp," Pine Bouquet.

#### DELPHI PRODUCTS, Inc.

Natural and Synthetic Raw Materials for Perfumers

CHICAGO

572 W. Randolph St.

95 Beekman St., NEW YORK Telephone-Beekman 1514 Cable Address-"Incense"







The jazz of war is passing. The days of the beautiful have returned,

Smartness of appearance, good taste and quality have played a big part in the holiday trade of last year. The appearance of the package means more than ever before. With factory in full operation we are able to make prompt delivery.

Three designs—two for toilet waters and one for perfumery are presented. They are unusual in type and design and bear the marks of character. They are not expensive.

The flower design bottle with the lattice work, is a smart toilet-water bottle especially desirable for new packages. It has a flower-crowned stopper and holds three and one-half ounces. It is No. 285-3½.

The center bottle is a high-class glass straight line bottle of simple design and yet one of unquestionable merit. Favoring the imported bottle, it is of clear cut and polished glass and unusually beautiful. In one-ounce size it is known as bottle No. 301-1.

Of frosted cut and polished glass the tower bottle on the right is an unusual toiletwater bottle. It will not topple over easily and has an atractiveness that grows on one. This is the three-ounce size No. 299-3.

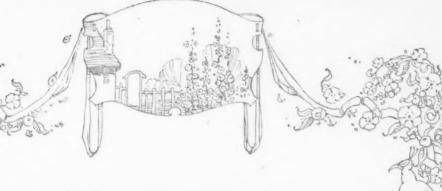
These three bottles have smartness, are in good taste and are quality bottles. An artist is kept constantly at work by us creating new designs for stock and special brands. This is why these and our other bottles have distinction and character.

MAIN OFFICE BALTIMORE, MD



NEW YORK OFFICE 290 BROADWAY

CARR-LOWREY GLASS CO.



## Bruno Court, S. A.

Grasse, France

Pomades, Essential Oils, Natural Concretes of Flowers, Floral Waters, Olive Oil, etc.

### Vetiver des Indes

INDISPENSABLE in heavy bouquet compositions is Vetiver. In formulas embodying Patchouli, Coumarin, Vanillin, and Oak Moss, for instance, the use of Vetiver is a foregone conclusion.

Vetiver des Indes is distilled by Bruno Court from the fibrous root stock of an East Indian grass, the source of the finest grades of the oil. The distillation process employed by Bruno Court yields an oil in which the full odor value, which is of a deep Oriental character, is developed.

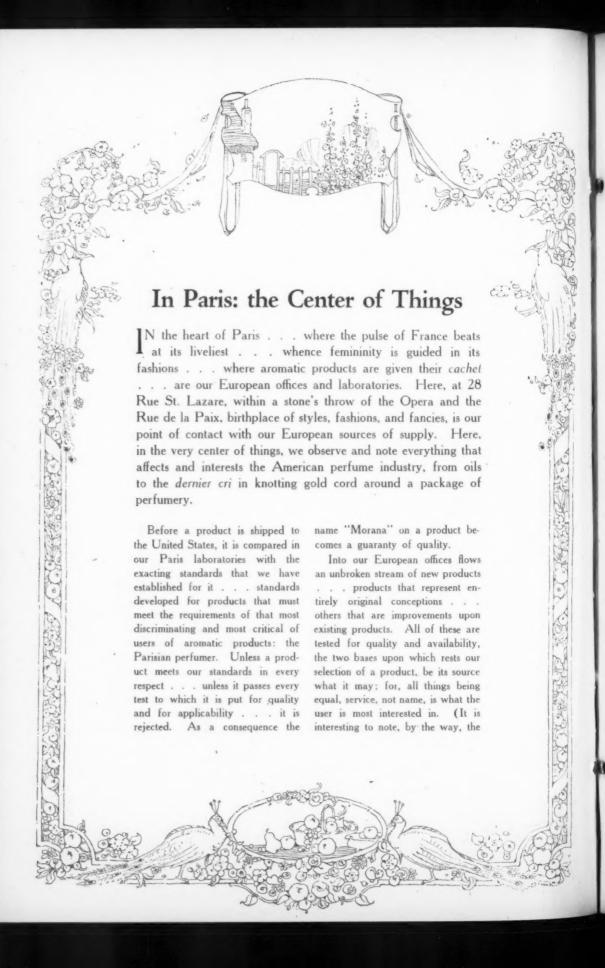
A sample of Bruno Court's Vetiver des Indes will be sent promptly

Excusive American Agents

## Morana Incorporated

General Offices: 118 East 27th St., New York City European Offices: 28 Rue St. Lazare, Paris

Western Offices:
19 S. LaSalle St., Chicago



number of aromatic products of exceptional quality that are produced by manufacturers whose names, familiar enough to European perfumers, are entirely unknown on this side of the water. Frequently a manufacturer in this class makes but a very limited line of products. But, be it due to conwhat he makes is made superlatively well. Therefore his products demand—and receive—the same careful consideration that is given the products of world-famous houses.

Our European offices are concerned largely, but by no means exclusively, with the raw materials that are used by the perfumer and soapmaker. Hand in hand with this interest goes an equally strong interest in the multitude of products, such as bottles, boxes, labels, etc., that, in a sense, are as much raw materials to the perfumer as are his essential oils and aromatic chemi-

cals. Through our association with the leading French and Bohemian designers and manufacturers of supply glass containers of exquisite glassware we are in a position to design and faultless make . . . glassware that is pre-eminently adapted to express the quality and character of its contents. Through our intimate contact with the leading Parisian ateliers we are enabled to be of service to perfumers desirous of being put in touch with the leading French designers.

Lastly, to our friends who go abroad our Paris offices are at their disposal as a headquarters and as a source of information and help. The American to whom "heureux de vous voir" is merely a collection of strange sounds in a strange land will detect in the "glad to see you" of our Paris associates a note as reminiscent of Home as turkey and cranberry sauce.

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### Morana Incorporated

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Western Offices: 19 S. LaSalle St., Chicago



### Muguet

HE dominant note in Rose and Lily compositions is imparted by the Lily base. Figuratively speaking, it may be called the soul of Rose and Lily perfumes. As such, its character exercises a powerful influence upon that of the composition: it may either make or break it. Consequently, in selecting a Lily base, all other considerations must bow to quality.

As a Lily base Muguet Robertet enjoys-and deservedly so-a worldfamous reputation. Known for the results that it yields, it is essentially a product that is bought on the basis of "quality first."

Muguet Robertet is never sold in other than sealed original packages.

We shall gladly send samples and prices upon request.

### Salv. di Dco. Rognetta Reggio-Calabria, Italy

### Bergamot

DURITY—high ester content— of essential oils. body . . . these are the Rognetta and account for the preference given it by discriminating buyers will be sent promptly on request.

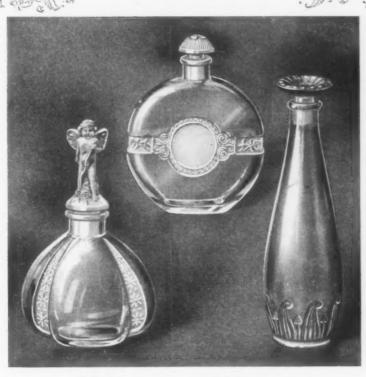
Bergamot Rognetta is a product that points that distinguish Bergamot is decidedly worth while getting acquainted with. Samples and prices

Exclusive American Agents:

#### Morana Incorporated

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Western Offices: 19 S. LaSalle St., Chicago



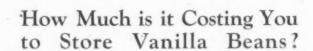
## Glassware of Distinction

IN developing a perfume the perfumer and Bohemian manufacturers of per-aims to express a definite note. Unfume bottles, we are enabled to supply less the design of the bottle implies that glassware that, by virtue of its expresnote, as it can and should, a very influ-ential factor in sales is neglected. Through selling appeal to perfumes of the highest our association with the leading French quality.

#### Morana Incorporated

General Offices: 118 East 27th St., New York City European Offices: 28 Rue St. Lazare. Paris

Western Offices: " 9S. LaSalle St., Chicago



WHEN you buy Vanilla beans your purchase is threatened by the following potential losses: (1) loss in weight through evaporation; (2) loss in flavor by fermentation; (3) loss through spoilage. And there is always the possibility of loss through market fluctuations. These factors, all of which are beyond the buyer's control, make the storing of Vanilla beans a hazardous proposition. Furthermore, they make it practically impossible to calculate in advance, with any degree of exactness, the cost of Vanilla Extract.

It is possible to eliminate all of the foregoing hazards and to know in advance to a dot what your Vanilla Extract will cost. True Vanilla 10X is an absolutely pure and concentrated extract of Vanilla beans, of tenfold strength. A pound represents a pound of Vanilla beans with all of the guesswork removed. The price is constant; there is no loss during the process of manufacture; the completed product requires neither aging nor filtering. When you buy True Vanilla 10X you can figure the cost of your Vanilla Extract right then and there. Can you do that when using Vanilla beans?

One gallon of True Vanilla 10X diluted with 3½ gallons of grain spirits and 5½ gallons of water and sweetened to taste produces an extract that meets the requirements of Tinct. Vanilla U. S. P. in every respect. The lead number, ash percentage, Vanillin content, Vanilla resins, and alcohol percentage will be in exact conformity with the regulations covering Vanilla Extract.

Furthermore, the extract will not require aging as True Vanilla 10X is already aged when you buy it. Filtering is superfluous as the extract is clear, True Vanilla 10X being entirely soluble in the menstruum described. Elimination of filtering does away with the loss that usually occurs through lack of sufficient filtering apparatus. This loss commonly averages 5 per cent.

In order to enable you to verify the claims that we make for True Vanilla 10X, we shall be glad to send you a liberal sample without cost. Try it out according to our directions and see for yourself how you can lower your cost of making Vanilla Extract without sacrificing quality.

### Morana Incorporated

General Offices: 118 East 27th St., New York City European Offices: 28 Rue St. Lazare, Paris

Western Offices: 19 S. LaSalle St., Chicago

## Resins: The Answer to an Interesting Question

WHEN Columbus promised to stand an egg on end his hearers smiled politely, but incredulously. When they saw the feat performed they were disappointed, for instead of the expected marvel they beheld a neat exhibition of common sense.

The lasting quality of French perfumes and toilet waters has been the source of much speculation, of many theories. The answer is a simple one, however; two words sum it up: resin fixatives.

Remove the stopper from a bottle of French perfume. Note how sticky it is. That stickiness denotes the presence of the resin fixative.

Resin tinctures, when made of Morana Resins in the proportion of I to 8, need be used but very sparingly. A little goes a long way. From 4 to 8 ounces per gallon are sufficient for perfumes. Two ounces per gallon suffice for toilet waters, a larger percentage tending to produce cloudiness.

The increase in the cost of the completed product when a resin fixative is used is trifling. The increase in lasting quality, however, is substantial. This can be readily demonstrated by comparing a perfume made with ordinary fixatives with one in which a resin tincture has been added to the other fixatives.

Morana Resins include the following: Benzoin, Tolu, Peru, Oak Moss, Styrax, Olibanum, and Labdanum. We will gladly send samples, without charge, for comparative tests of the lasting qualities of compositions made with and without resin tincture fixatives.

## Morana Incorporated

General Offices: 118 East 27th St., New York City European Offices: 28 Rue St. Lazare, Paris

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### Christo Christoff

Kazanlik, Bulgaria

Otto of Rose

THE quality of Christoff's Otto of Rose is sold only in sealed original coppers conworthy. However, the quality of taining either 4, 8, or 16 ounces. the oil distilled from this year's crop of roses establishes a new standard of excellence in Otto of Rose.

It is never repacked in this country.

Samples and interesting prices will be sent promptly on request.

## Th. Muhlethaler Co., Ltd.

Nyon, Suisse

Ambrettol Musk Xylol 100% Oleo Musk

Musk Ketone 100%

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## Société Chimique des Usines du Rhône

Home Office

St. Fons and Roussillon, France. La Plaine, Switzerland.



THE use of our products by the leading manufacturers of perfumes, of soaps and of toilet preparations who have set the standard throughout the world for high class products is proof of their superior quality and dependable uniform purity.

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A collapsible tube, no matter how simple, or how large or small, if it is well made, distinctive in design, and beautifully lithographed, commands attention.

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FACTORIES:

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Germany

LEIPZIG GRÖBA / ELBE

Germany

France

TELEPHONE: BEEKMAN 1535

CABLE-ADDRESS: HEIKO NEW YORK



(From Heine & Co., Leipzig, Germany)

HE widespread opinion that the northern latitude of Germany hinders or renders impossible the cultivation of flowers on a large scale is mistaken. German horticulture, which has been occupied with the culture and sale of plants, for the most part, has always been highly developed. The flowers produced by the Saxon growers used to be sold as cut flowers, and were sent almost exclusively to Vienna. Since this market, owing to the unfortunate economic situation, has ceased to be a consumer, we have secured for our own use the product of several large rose plantations lying in the vicinity of our works at Gröba. Each of these contains several hundred thousand rose bushes, which yield a harvest twice a year.

At the same time, we resolved to extend considerably the plantings of German rose, jasmine, violet and mignonette (reseda), which had been carried on hitherto on a small scale for experimental purposes. A large piece of land in immediate proximity to the factory was purchased and converted into a flower plantation. The plucking of the blossoms is performed, for the most part, by members of the dependent families of our own workmen, who are glad, in these times of high prices and food shortage in Germany, of the chance to earn a little extra money.

The main harvest time is from spring to summer, but in the case of certain flowers, especially roses and violets, one can count on a second good blooming in the autumn. During the last year trial plantings of lavender and lupine were made, and the results were so good that we can now take up the cultivation of these two flowers on a large scale. In choosing the varieties to be planted, and in the

details of the cultivation, we have enjoyed the advice of the Director of the Berlin Botanical Garden, who has, for many years, carried out experiments in acclimatization, and whose valuable counsel has been a great help to us. Last autumn we completed a modern hothouse, with connecting dwelling house for the head gardener and his assistants, thus making possible cultivation under constant control, day and night, by our own responsible personnel. In this hothouse, during the winter, seedlings are grown and given an early start, ready to be set out in the spring.

Although the damp and cool summer of last year was unusually unfavorable for the flowers, and although or own plantations were still young, we obtained a harvest which exceeded expectation, reaching in the case of roses, for example, up to three tons a day.

We have succeeded, furthermore, in establishing the culture of tuberoses in a sunny valley in southern Germany, unusually well situated for the purpose. Extraction, carried out on the spot, has produced such favorable results that we are already able to offer small amounts of absolutes.

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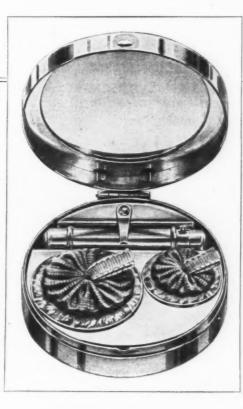
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We especially recommend our-

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Sierra Talc comes to you ready to enter your manufacturing processes — no gyrating or bolting is necessary; therefore no time is lost.

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Sierra Talc comes to you in clean 100-lb, sacks—gives you ease in handling—makes it a one man job.

You are paying for Sierra Talc when you sacrifice quality—

Your product must maintain a high standard and therefore you can't afford to use an inferior grade of talc in it. Sierra Talc is a high quality product.

Both of the brands of Sierra Talc are the best we know how to produce.

We earnestly believe it is of the finest grade and highest quality of any talc used today in the manufacture of toilet goods.

### SIERRA CLOUD-

Our Sierra Cloud brand is obtained from the very finest dust made in the grinding process. This dust is caught in special dust collectors, and is the finest and fluffiest airfloaded product we know of. An extra fine product for finer uses which passes through No. 25 silk bolting cloth.

It is used in the manufacture of especially fine, highgrade toilet and face powder.

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Our Sierra Snow is milled much finer than the regular commercial grades of No. 200 mesh talc.

It is as light and fluffy as ordinary flour, so that it can be readily mixed with other powders when necessary. This property gives it a marked advantage over tales which are heavy and dense in consistency, and therefore difficult

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A Novelty Base, possessing a Flowery Fragrance, Tenacity and Originality of Odor, found only in "Essodors," which are produced by our exclusive process, which eliminates the inert and non odorous materials, thereby insuring the MAXIMUM strength from the MINIMUM quantity.

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True to French Type, economical in its use because of its intense strength,  $\frac{1}{2}$  ounce to the gallon of 50% alcohol sufficient for Toilet Water or Vegetal.

Per pound—\$12.00

Trial ounce-85c.

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A high class product for French type Hair Tonic.  $\frac{1}{2}$  ounce to the gallon of 50% Spirits.

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Trial ounce-50c.

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A product of unusual strength, and flowery aroma for Talcums and Liquid Shampoo.  $\frac{3}{2}$  ounce to gallon shampoo. 4 to 6 ounces to 100 pounds Talcum.

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Use only 1/4 oz. to 1 gallon.

Freely soluble in alcohol—or water.
Packed in Gallons, Pints and 2 oz. Bottles

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Our Mao-Concentrates meet the demand for highly concentrated flowery odors, and contain all necessary fixatives, ensuring their permanent fragrance. Over 40 different odors.

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Particularly produced for high grade Toilet preparations

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Made from the highest grade tin obtainable. Built, designed and decorated by men who know how to fashion tubes that will match the product.

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If you could follow your tubes, we'd have your telegram saying "Send Samples." Prices of course would accompany the samples. Write us and we'll show you who's who in Tubedom.

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### New England Collapsible Tube Co.

New London, Conn.

For Your Business' Sake, Specify Sheffield Tubes







NATURAL



STRENGTH

## JULIAN W. LYON & CO.

INCORPORATED

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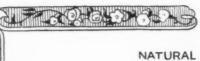
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Telephone: Lombard 3618

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### **CARNATOL**

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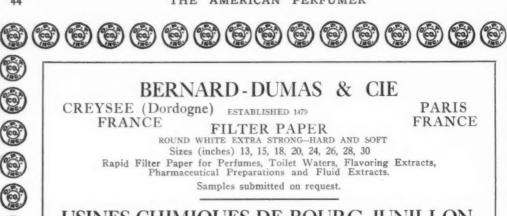
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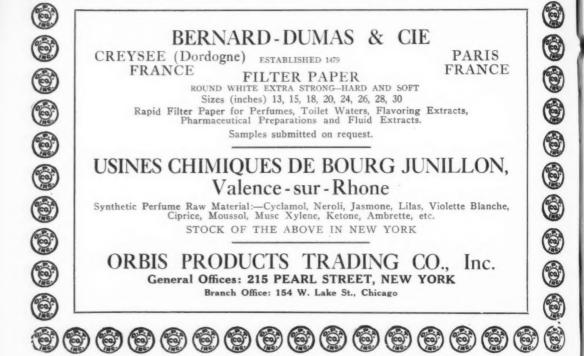


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-between Everclear Cologne Spirits and Specially Denatured, Tax Free Formulae 39, 39A. 39B, 39C and 40, made from Everclear Cologne Spirits. That is because the denaturing chemicals are just as pure as Everclear Cologne Spirits-and for perfumes there is no difference.

Perfumers use Everclear Cologne Spirits (denatured) successfully because it is an absolutely neutral and odorless spirit entirely free from aldehydes.

And not only that, every barrel of it, every drum of it, conforms to this unequalled standard for purity—a standard that is unfailingly maintained by exacting chemical tests both in the distillation of Everclear Cologne Spirits and in the synthesis of the denaturants.

Every bottle of your perfumes made with Everclear Cologne Spirits (denatured) will bring to its user a fragrance untainted-a fragrance that is exactly as it should be.

And don't forget that Everclear Cologne Spirits (denatured) costs no more than the ordinary denatured Spirits on the market.

The unequaled purity of Everclear Cologne Spirits

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LEAK PROOF
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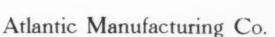
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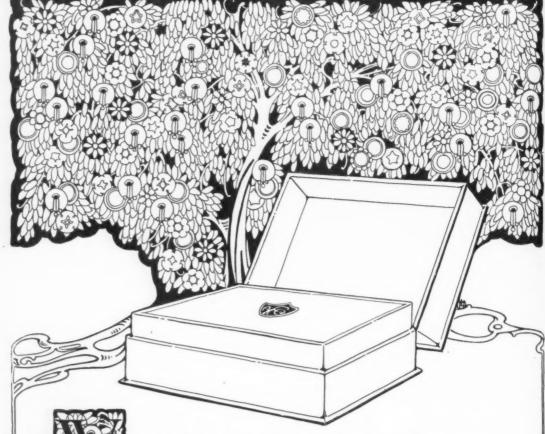
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HEN Mother Nature wishes to attract attention to her children, the flowers or the wooded glen, she does it through the subtle arrangement of colors.

Alderman-Fairchild Containers are so impeccable in their artistry that favorable attention is given to the product within. The appearance of the containers stays in the memory. Many of America's leading powder and perfume manufacturers have increased their sales through the medium of Alderman-Fairchild Containers.

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Lilac F

Rose C

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FOX & CLARKE CO., INC.

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N. Y.



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Read what the Chas. H. Phillips Chemical Co. says about the

## WORLD LABELER

have interchargeable parts, whereby we do all the labeling of the bottle products of our laboratory. To of the machines which we have in daily use have been running a tinuously for nine years an are still on the job. This is a litself a record of efficiency a mechanical device and construction for you to be proud of, and which gives us satisfaction to relate.

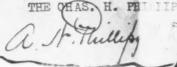
The writer is so well satisfied with year labelers, that he would cons for no other make were addition tade necessary by the growth four plant.

We are entirely satisfied with the operation, output, and efficiency, of the World Labeling Machines.

We remain,

Very truly ours,

Can we help you with YOUR labeling problems?









Trade Mark

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## OIL OF LAVENDER

Contents of Ester have been until now the main factor in the classification and valuation of Lavenders.

It, however, is not a sufficient criterion.

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This Essence possesses a rare finesse and a bouquet of incomparable beauty which makes it very desirable for Perfumery and ideal for Lavender Toilet Water.

## LAVANDE FLEURS—35/40% Nat. Ester

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## LAVANDE FORTE-26/32% Nat. Ester

Recommended for Soap Industry. This quality reaped at the borders, where Lavender and Aspic grow together, contains a large proportion of Essence of the Hybrid, known under the name of Lavandin, and is not U. S. P. It gives extremely good results in the Soap Industry.

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No overhead.

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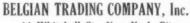
XXIIIK BELGIAN TRADING COMPANY XIIIX

## ARTISTIC PERFUME VIALS



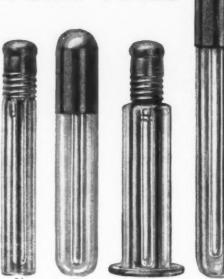
## A New Medium to Sell More Perfumes

THESE beautifully striped, imported perfume Vials come with elongated leak-proof glass stoppers, with nickel slip or gilt screw caps. Their forms vary to suit every need. Provide at once for your requirements. Prices reasonably low. Write for samples and quotations.



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GERANIOL

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Established in 1869



Folding boxes and display container made by Robert Gair Company for the Woodbury preparations

## Does your package reflect the superiority of your product?

## Many leading makers of toilet preparations are using Gair cartons and labels

BECAUSE they appreciate the importance of the package in carrying the quality story to the consumer, manufacturers in this industry have long turned to Robert Gair Company for expert advice and assistance.

Many of America's best known toilet preparations have benefited by Gair folding boxes, labels and wrappers. The makers of the Woodbury products, recognized as among the leaders in their field, are one of the many famous concerns using packages made by us.

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A Gair package is something more than a container—it is your representative. It meets the consumer face to face, and delivers to him your message of quality.

No matter how striking the design of your package may be, it depends for ultimate success on vivid, uniform reproduction. Engraving, plate-making, color printing—all present problems of their own, problems which only the most expert technical knowledge can solve.

Robert Gair Company can take your present design and give it the utmost distinction by accurate, colorful reproduction. Or, if your product is a new one, we can design for you a carton, label or wrapper which you will be proud to use—one which will do your product full justice.

Years of knowledge and experience, the skilled services of a whole staff of experts, unrivalled mechanical facilities for rapid large scale production, make Robert Gair Company the logical source of supply not only for cartons, wrappers and display containers, but for all the essentials of modern package merchandising: Folding boxes, Labels, Lithography, Corrugated and Solid fibre shipping cases.

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## ISCO SILVER TALC

Adhesiveness—A Paramount Requirement in a Good Talc for all Kinds of Toilet Preparations

A CERTAIN amount of adhesiveness is needed in all toilet powders. In face powders, adhesiveness is very important, so much so that it is usually accentuated by the addition of stearate of zinc or stearate of magnesia or zinc oxide or a combination of two of them.

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To develop this quality fully, however, the talc must be fine enough to pass through a six hundred mesh sieve, that is, a sieve in which the wires or threads are placed six hundred to the inch. Through modern grinding and sieving methods this almost unbelievable fineness is attainable. Isco Silver Talc is made in this way; and as a result it possesses the quality of adhesiveness to an unusual degree.

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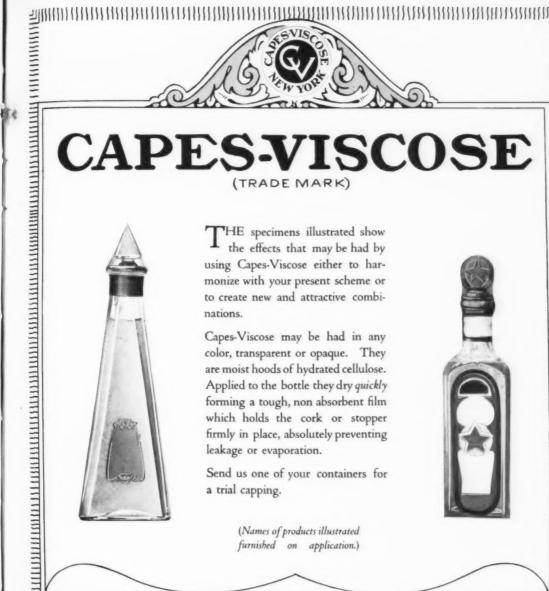
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MANUFACTURERS, IMPORTERS, EXPORTERS OF INDUSTRIAL CHEMICALS

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## VISCOSE

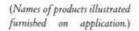
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THE specimens illustrated show the effects that may be had by using Capes-Viscose either to harmonize with your present scheme or to create new and attractive combinations.

Capes-Viscose may be had in any color, transparent or opaque. They are moist hoods of hydrated cellulose. Applied to the bottle they dry quickly forming a tough, non absorbent film which holds the cork or stopper firmly in place, absolutely preventing leakage or evaporation.

Send us one of your containers for a trial capping.





Sole Selling Agents for CAPES-VISCOSE - "The Ideal Capping Material"

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## PERSONALITY

From the perfumer's standpoint the Rose stands supreme. It is a sweetener and very often the high light in a perfume formula.

One has only to go over the long list of successful perfumes to be assured of its value and while its special characteristics may not predominate, it is there and a keen nose can easily detect its presence.

We often think of the Rose in company with other flowers and compare it to that person whose arrival at a gathering instantly changes the whole atmosphere of the party to one of good cheer and smiles.

If you don't think that the Rose has a personality add it to your formula and then try it without. The absence of it is very noticeable.

CHIRIS ROSE CONCRETE, LIQUID ABSOLUTE ROSE AND LIQUID CONCRETE ROSE are not representatives, but are actually the Rose itself. Compare them in any way you wish.



The Same Since 1768

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THE feeling which permeates the entire Cosin organization that each powder puff and purl edge compact puff produced must add to the high reputation achieved by this company since it was founded, is in a large measure responsible for the present superiority of our products.



## The Cosin Co.

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A superfine polished metal case fitted with a lipstick of finest quality. Hand decorated in fifty attractive floral designs. Special designs executed to your order.

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The same high quality that marks all products from the AKLAR laboratories,—plus the beauty of hand decoration in colors.

A complete line of Rouge and Face Powder Compacts, Lipsticks, Eyebrow Pencils, Nail Beautifiers, etc.

Appreciating the cooperation of those good friends whose patronage has necessitated the enlargement of our laboratories, we are pleased to announce that, with greatly increased facilities, we can now cover your wants promptly.

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Manufacturer ... 5 East 19th Street

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# Labels Properly Designed will Save You Money!

MANY a new client has said to us: "Now, my idea of a Label is something like this"—submitting a design that he subconsciously has seen elsewhere and which has impressed him. "Has the suggestion any merit?"

Our artist might readily have replied, "Why, yes; it's a pretty border, neat panel"—and so on: "we'll rush the order right through," That would be the quick, the easy way. But—when the Label was produced, and perhaps advertised extensively on the market, then it very likely would be found to be virtually a facsimile of another Label already used on some cheap, gaudy bottle or package. Costly lawsuits even might result; or, at least, a substantial loss in merchandising prestige and efficiency—entailing an actual loss of money. That is NOT the KRAUSE way.

## KRAUSE LABELS

—for your entire protection—are made from genuinely new designs, originated by our skilled artists and checked up by our Label authorities. They are made specially for you—are yours for all time—are registered easily. There can be no "come-back"!

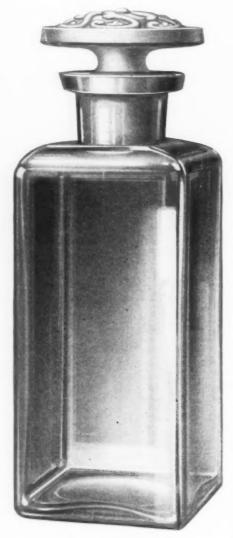
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8 oz. Toilet Water No. 509 Stopper No. 296 Frosted



No. 224 Frosted Stopper For use with 8 oz. Toilet Water, No. 509

## SUPERIOR QUALITY BOTTLES

for

## **PERFUMERS**



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# THE CAUTIOUS BUYER



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OUR high standards of manufacturing include the materials—workmanship and service you require.

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NATIONAL EXPOSITION COMPANY, Inc.

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From experience, it is impressed upon them that they must provide a container of distinction, which will appeal to the jobber, dealer and consumer and, thereby, "Make Sales" all along the line.

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You'll find it well worth while to let us demonstrate what we can do for you in developing a container that will actually "Help Make Sales," and leave an everlasting impression.

PASSAIC METAL WARE CO. "CONTAINERS THAT HELP MAKE SALES"
PASSAIC NEW JERSEY

LES USINES

## "ALLONDON" LA PLAINE-GENEVA SWITZERLAND



Premier Manufacturers of

## Synthetic Aromatic Chemicals

for

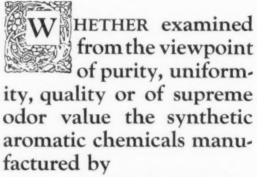
Perfumes, Soaps and Toilet Preparations

Made under the personal supervision and after processes of PROF. A. KAUFMANN, formerly Professor of Organic Chemistry, University of Geneva.

**Exclusive Representatives** 

J. E. DOCKENDORFF & CO., INC.

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Usines "ALLONDON" fulfil every requirement of the most progressive and artistic producers of high grade perfumes, soaps and toilet preparations.



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20 Broad St., New York

# Perfume Bottles

HE perfume and toilet water bottles illustrated on this page are indicative of our ability to give you bottles that will really help in the merchandising of your goods.

We have an entire factory devoted exclusively to the manufacture of high grade artistic, hand blown bottles for the perfume trade. Machine made bottles, of course, can be supplied on large runs where desired.

Ground glass and peg stoppers are also a specialty of ours. Bottles and stoppers frosted or plain, as specified.

## Illinois Glass Company

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## UNGERER PROTECTION

THE new Tariff Act has profoundly affected the various classes of odorant materials used by the manufacturers of perfumes, cosmetics and soaps. Some of these materials have been placed on the free list while others bear almost prohibitive duties.

The Ungerer policy looks always to the interest of the customer. On products which are now free of duty we have endeavored to give our customers the full benefit of the lower prices thus made possible. On the more numerous items which will suffer from higher duties we are protecting our customers against advances and supplying them at the old prices so far as our present stocks permit.

UNGERER & CO. NEW YORK

## OIL ALMONDS, SWEET, TRUE "Staff Allen's"



FOR the production of Oil Almonds, Sweet, True, Stafford Allen & Sons select the finest Italian and North African almonds, carefully dried to avoid moulding during shipment.

The Kernels are carefully cleaned to remove adhering dirt, then ground and pressed in scrupulously clean hydraulic presses, the expressed oil being carefully filtered.

The exceptional quality of Oil Almonds "StaffAllen's" is due to two factors; fastidious choice of almonds and the cold pressing process in which no heat is applied, thus sacrificing the yield to produce the finest possible oil.

STAFFORD ALLEN & SONS London UNGERER & COMPANY New York

# American Perfumer

## and Essential Dil Review

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

TWO DOLLARS A YEAR.
TWENTY-FIVE CENTS A COPY.

"NEW YORK, JANUARY, 1923

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and ESSENTIAL OIL REVIEW

Published Monthly

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## 1923 SURVEY OF PERFUMERY AND TOILET GOODS INDUSTRIES

The Symposium of the Perfumery and Toilet Articles Industries which we are printing in this issue is a most intensive and comprehensive study of the complexities involved in the present and future conduct of the establishments of the members of the old time Manufacturing Perfumers' Association (to which name some of the older members still cling), now the American Manufacturers of Toilet Articles. The Symposium represents responses from more than a majority of the association, for those who preferred not to be quoted by name are covered in the deductions which we may reasonably draw from the various opinions:

1. There is a unanimity in the expectation of much better business in 1923 than in 1922; a few look for only a normal increase, but the majority are more sanguine and some are enlarging their facilities

2. All report good collections; some say excellent.

3. What is needed to give additional impetus to the wheels of our industries? Here are some of the outstanding points as given in responses and it is quite superfluous, perhaps, to tell our clientele that we are heartily in accord with their efforts to improve conditions:

a. If the leading manufacturers would get together freely and frankly, in closer contact perhaps, and discuss methods of increasing sales, much could be done for good and evils could be eliminated. Just sensible cooperation. Other trades do it.

b. The most serious menace of the American manufacturer is the misbranding of foreign perfumes. While there may be no visible evidence of the fact that the perfumes are mixed or manufactured or bottled here they get the advantage of their foreign prestige. One member of the Association declares that this is a matter for the Federal Trade Commission.

c. A large number of the members urge for improvement in quality of products. This sentiment of striving for supremacy is extremely strong in many responses.

d. The tariff appears in very few answers. Those who mention it at all, less than ten, ask for a higher duty on finished foreign products.

e. All concede the general improvement in quality of American made toilet articles, but it is left to one astute observer in the ranks to suggest steps be taken to procure "a better appreciation on the part of American women of the real improvement in American-made perfumes and toilet articles." That means steps must be taken by the association to end the potency of the foreign name. How shall it be done? Will the members take the subject seriously and act? The officers are always ready to respond to any demands.

f. Modification of the Volstead Act with particular reference to legitimate industries, including our own, is recommended. There have been many innocent victims of red tape and much un-

necessary money loss has resulted.

g. A hopeful sign: A veteran in the association in urging manufacturers of toilet requisites to consider the fact that the women of America, the ultimate consumers of perfumery and allied products, are becoming more discriminating. Very readily do they distinguish the superior product. That is a strong hope!

4. We asked for suggestions as to how we might advance the interests of our industries. We were told by many that they could not suggest anything additional, except in relation to emphasizing our general policies, while some of the comments were too complimentary to repeat without a sacrifice of modesty that would be impossible.

Taken in its whole scope, the Symposium of 1923 is the best we have had. It surveys faith, fear and future plans, with a vast amount of constructive suggestion from many sources. It should crystallize some trends of progress.

#### EXPOSITION TO HELP THE 1923 BOOM

Just as we are going to press arrangements have been completed for holding the First National Perfumery, Toilet Articles and Soap Exposition in this city in the convention week of the American Manufacturers of Toilet Articles. Particulars will be found on page 491 and in our advertising department, but briefly it may be said here that both events will happen in the second week of April.

Our elder statesmen in the old Manufacturing Perfumers' Association will recall that the subject originally was broached at the annual meeting in 1908, but the spirit of conservatism which then permeated the organization (and which later caused important changes to be made in its official personnel), frowned upon the idea and attempts since to resurrect it have failed until now.

The management is thoroughly competent and expert; the allied industries offer great possibilities for working up not only trade, but public interest and the newspapers will have to turn from the abusive side to the bright features of perfumery and cosmetics. The project deserves every ounce possible of aid and encouragement. That it will be a big success and profitable in many ways to the cause is a perfectly safe prediction in the circumstances.

#### REAL OXYGEN OF LIFE IN BUSINESS, AFFECTING EVERY FIRM FOR SUCCESS OR FAILURE

(From a Confession by a Trade Expert.)

Ivory soap advertising is one of the best examples we know of to illustrate the principle that nothing is too well known to be advertised. Ivory Soap is probably the best-known product of its kind in America. It is used by millions of people every day. Yet the Procter & Gamble Company will tell you not only that advertising has been one of the largest factors in bringing about this situation, but that if Ivory soap advertising were stopped today, Ivory soap sales would very soon begin to decrease—not because Ivory soap would change, not because the salesmen would make any less effort, but because people would forget about Ivory, other soaps would begin to take its place in their minds; younger people, who never heard of Ivory, would grow up and begin to buy soaps which they had heard of.

The experience of the greatest advertisers in the country teaches us every day that there is never a time when an advertiser can afford to stop adver-

tising.

### GYPSUM DECREE NO CAUSE TO WORRY

Daily and trade papers have given large quantities of space to the recent decree by consent issued by Federal District Judge Knox in the case of the Gypsum Industries Association, prosecuted for alleged violation of the Sherman Anti-Trust Act. It has been heralded as a complete new code for governing trade associations, although it is only the uncontested judgment of a lower court, which in ordinary procedure could be appealed and reviewed by higher courts.

The Gypsum people consented to the decree because they had violated the very fundamental of the Sherman Act. They had "agreed" among themselves to fix prices and to do various other objectionable things, including the apportionment of territory in which to do business exclusively. Any level-headed business man of reasonable length of experience would know that this was unlawful. On these two points a "code" has been constructed. This "code" is not of enough interest at present to print.

All of the associations in which our readers are interested, so far as they affect our industries, have long been operated upon lines of mutual and general benefit that in no way have offered an opportunity for suspicion of any unlawful practices. So there is no reason for saying more at this time than is herewith printed concerning the Gypsum "code."

## WOULDN'T JANUARY 0 LOOK FUNNY?

Dignified old New York State Chamber of Commerce has defied superstition by voting in favor of having January 0 made a legal date, as part of the plan to give us 13 months every year, instead of the well known 12. This change in the calendar has been advocated for many years, but has received comparatively little attention. Briefly it is planned to split the year into 13 months of 28 days each, or four weeks exactly, but this leaves the 365th day a lone orphan and it is proposed to call it January 0 and make it an international holiday for one and all, everywhere in the world. The new month, not yet named, is to be inserted between June and July, or somewhere else in the summer schedule.

#### LEGITIMATE ALCOHOL OUTLOOK DUBIOUS

We fear our readers who are interested in industrial alcohol will find little comfort in the survey of the federal outlook for real reform as given by our Washington correspondent, after three full years of Volsteadism and the Eighteenth Amendment.

It is conceeded that no legislation is needed to divorce industrial alcohol from the police end of dry law enforcement, but there seems to be a lack of courage on the part of the officials to grasp the problem, apparently lest the installation of a system fair to manufacturers might be considered an "attack" on minor officials who have harassed the trade with red tape and other hardships for three long years.

There is apparently no expectation that anybody will do anything either administratively, or in Congress, for at least one more year, possibly longer,

The Prohibition Unit has issued a survey of three years of prohibition, containing about 1,500 words, devoted to the benefits derived from prohibition and to the work of enforcing the law. But nothing is said about carrying out the law's mandate to foster the legitimate use of alcohol in the industries, arts and sciences. It shows vividly where the Unit's thoughts are centered.

#### 1923'S LEGISLATIVE SESSIONS

The hangover of the 67th Congress is grinding and the 68th Congress will be in legal existence after March 4, although it may not convene until next December. No-body knows now whether there will be an extra session.

No fewer than 42 State legislatures are now in session, or soon will be. It is estimated that no less than 75,000 separate pieces of proposed legislation will be considered. How many will affect our industries is purely a matter of speculation. Our associations have excellent facilities for watching the dark clouds in legislation. But we need more than that. The members must keep their eyes open also and help in the work of killing bad bills.

It is the duty, as well as the privilege, of business men and women, as well as all other citizens, to keep in touch with legislators, especially those for whom they have a chance to vote and let them know what is wanted.

#### THE PERFUMES OF TUTANKHAMEN

January 4 was "a broiling day in the Valley of the Kings," Luxor, Egypt, one reads casually in the New York Times. The information is conveyed by wire and wireless over something like a quarter of the earth's circumference. It is preliminary to the description of an incident of passing interest.

Bearers brought from King Tutankhamen's tomb, recently opened, five vases of alabaster, intricately carved and filled with perfumed oil, which they carried slowly among a group of tourists composed in part of American ladies, allowing each a moment's inhalation of the precious odor.

More than thirty-three centuries have passed since Tutankhamen and his perfumes were placed in the tomb. The vases, we are told, are gems of exquisite workmanship. But what may be said of the skill that fixed the scent which clings to them, fresh and fragrant, after more than three thousand years? And what must be thought of the wonders that our modern perfume chemists have wrought following in the footsteps of their ancient prototypes and amplifying and improving upon their discoveries in the

#### OPPORTUNITY, BUSY LITTLE PERSON, HAS NO TIME FOR KNOCKING

The crepe hanger who said that Opportunity knocks but once at every man's door, probably never advertised and must have spent most of his time hiding behind his collar before going into bankruptcy. As a matter of fact, Opportunity doesn't knock at any man's door even once. She is a busy little person, always willing to meet you half way, but never willing to waste her time knocking. She is just around the corner everywhere every day in the year waiting for you to go and get her. So says the Western Druggist, whose editor has heard from her by radio telephone and who recognized her voice through previous acquaintance.

mystic realm of Nature's gift of sweet odors to humanity? There seems to be no limit to the alchemy of scents.

#### GOOD NEWS ABOUT OUR INDUSTRIES

After the long wave of attacks on cosmetics there has come a bright new period of pleasant publicity for perfumery in the daily papers. King Tutankhamen's predilection for sweet scents years ago and the *Mentor* magazine's bright article on "The Romance and History of Perfume" have helped to fill large spaces in important journals with information favorable to our industry.

Nor is that all. In a recent Sunday cable page the New York Herald had several foreign specials in which there were safe and sane, but very entertaining bits of news for persons interested in the collaterals of the legitimate toilet goods industries. One told of the troubles of two American flappers, seeking green wigs in Berlin and who balked at vanity cases, as well as at wool underwear when the Bolsheviks kept them out of Russia for refusing to wear it.

#### REFORMING THE BANKRUPTCY LAW

New York Merchants' Association, National Association of Credit Men and other powerful organizations are going ahead vigorously with their plans seeking reforms in the bankruptcy law, making it more stringent and giving better protection to creditors. A bill is now pending in Congress to carry out this purpose and those of our readers who are interested in the subject should give it their hearty support, but frankly we see slight chance of putting it through the 67th Congress before March 4. Still the missionary work now being done will help with the legislators who may hold over and be members of the 68th Congress.

#### BIG CAMPAIGN TO END FIRE WASTE

The United States Chamber of Commerce has become actively interested in the national campaign against fire waste. At a recent meeting in the headquarters of the Chamber in Washington, attended by representatives of national organizations interested in fire prevention work, Julius H. Barnes, president of the National Chamber, pledged the support of the organization in the movement. The National Chamber will work in the campaign through its fourteen hundred member organizations. The conference voted to appoint a general committee to co-operate with the National Chamber in the conduct of a national fire prevention program.

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## AN APPEAL FOR THE SCIENTIFIC

By Dr. E. G. THOMSSEN

The idea is more prevalent among manufacturers of toilet articles and cosmetics, than probably in any other industry, that practice outshadows science to such an extent that the latter finds very little opportunity in this field. In very few branches of manufacture does one find so few scientifically trained men. It is really an unfortunate condition that so large an industry should be dependent upon darksecret-formula men, a highly trained nose or other rule of thumb methods rather than upon exact scientific data. The facility with which many of the raw materials entering into such manufacture are adulterated in itself shows the necessity of chemical control. In the analytical laboratory alone, where any quantity of raw material is purchased a trained chemist can earn his salary many times over. In addition to this very practical saving the improvement of manufacturing processes he may install through chemical knowledge will lead to other economies and betterment of the products. To drive home the question of science in manufacture, a comparison of the workings of the trained man as against the man who depends upon his practice may not be out of order. It is not the writer's intention to discredit information gathered by practice nor to set up the scientist as the ideal. The intention is rather to show how the reverting to chemical or physical tests will far surpass any other methods as far as results obtained are concerned. These results do not necessarily imply making a good article cheaply.

To the ordinary man without scientific training various powders, such as zinc oxide, talc, or starch, appear very much the same. He knows they are sold at different prices, are used in face powders, are of different weight, feel and color. In fact, he is dependent upon his knowledge of the properties of these substances through what he has learned by appearance, touch, taste, odor and most generally what somebody else has told him regarding the purity and merit of these, for example, for use in face powders. He uses them because his formula says so. There is more of the imitative and less of the creative in his utilizing these for the desired result. The man who has been trained in theory as well as practice takes a very different viewpoint. If he does not already know the properties, he makes use of the information which has been discovered and recorded by his compatriots, dead or alive. Thus he distinguishes these various powders as very different substances. For example; he sees beyond the ordinary white powder of zinc oxide and knows it is a combination of the metal zinc with the gas oxygen; he knows it has medicinal value because of its astringency; he sees the possibilities of lead oxides or other adulterants creeping in; he knows it is a stable combination and the chemical and physical properties which go therewith. He uses his imagination and visualizes what will happen when it is added to tale, magnesia, or zinc stearate to make a finished face powder. He works over in his mind whether it is really adaptable for this purpose or whether it is used on someone's say so. In the same manner he knows all about tale and starch. He is trained more toward the creative than the imitative. He uses his products more intelligently.

This rather crude illustration is even more apparent when we deal with the more complex substances such as the essential oils, synthetic perfume materials and flower oils. It is a lamentable and well known fact that here adulteration is often practiced. This is to a large degree due to the consumer rather than the producer. The buyer often puts a premium on price and some producers please him by adulteration to

## **OUR ADVERTISERS**

A. M. TODD COMPANY

Growers, Distillers and Refiners of Essential Oils Kalamazoo, Mich., U. S. A.

AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 14 Cliff Street, New York, N. Y.

Gentlemen: We are very well pleased with the results of the advertisements which we have run in your publication, and are convinced that your magazine is referred to very generally by the trade.

Very truly yours,

A. M. TODD COMPANY,

P. H. TODD, Secretary.

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meet his cost. A trained man knows what adulterants to look for and how to distinguish them and can judge whether price or quality should be the consideration.

Taste and smell are more far reaching than chemical or physical tests in the detection of some impurities. For example the fishy flavor of storage butter is very evident to the taste yet the problem of determining the substance causing this has puzzled and thwarted the chemist for years. Nevertheless he has discovered a method of overcoming it. An impurity not subject to determination by the most accurate chemical analysis may spoil an otherwise beautiful flower oil. This does not, however, deter the chemist from seeking the causes which produce that impurity, even though he cannot place his hands upon the impurity itself. Thus it is with the analysis of oils. Merely because the nose is more sensitive than the analytical balance or burette is no reason why science should be cast aside in its favor. What is good to the nose today may have disappeared in a few months, due to skilful blending to fool the nose. Chemical analysis beforehand might have forecast this very result.

The greater fostering of science in our industry is bound to produce a favorable result. One of the hopeful signs is the inauguration of a course in cosmetics from the scientific standpoint in one of our metropolitan universities. is the faint agitation for standardization of various perfume This has not met with a very enthusiastic reception and all sorts of opposition is heard regarding its possibil-It is, however, a step in the right direction and is ad to come. No one really has anything to fear on bound to come. standardization who is making pure goods and many should find that their products would even surpass in value the requisitions any fair minded committee may institute. Not only this, but the moment manufacturers realize their goods are being examined by a trained expert, the result will be a decided improvement in their quality. It will also give those who manufacture articles of better value than established standards an opportunity to prove the true merit of their wares. Standards usually represent average quality and only those having commodities below the average should oppose any such forward movement unsurmountable as it may seem.

It is then the purpose of this article to appeal for more of the scientific in manufacturing methods; the fostering of ideas based upon scientific viewpoints, seeking to improve the standard of raw materials entering into our products and a more general employment of the trained man as against the dark secret formula man in this industry.

## Labels in German for Eastern Switzerland

Toilet articles intended for submission to the public in castern Switzerland, and having any printed matter at all relating to their use or advantages, should have that matter in the German language, or they will find no favor with the general consumer, says Vice-Consul Marc T. Greene, St.

## OUR 1923 SURVEY OF PERFUMERY AND TOILET GOODS INDUSTRIES REVEALS GREAT PROGRESS AND EXTREMELY BRIGHT CONDITIONS

Greater Number of Members of Association Have Given Their Views Than Ever Before and Nearly All Important Firms Are Represented, Many Giving Valuable Suggestions and All in Most Optimistic Mood-Some Ideas Are Aggressive in Working Out the Future

It has been our custom for some years to call into consaltation with us at the Yuletide of every New Year the members of the old Manufacturing Perfumers' Association, now the American Manufacturers of Toilet Articles. The resulting Symposiums have always been beneficial, but no previous one has covered the field in all its aspects like this one. It is to be regretted that again, as formerly, some members of the association have preferred to have their views printed anonymously. Their wishes of course we have had to respect, but their opinions and suggestions are embodied in the review in the Editorial Pages. No opinion that came to us has been ignored.

Gilbert Colgate, who needs no introduction to our readers, leads off with a masterful survey of conditions generally in the perfumery and toilet goods industries, with pertinent comments. He is followed by other leaders in the industries and every word practically of what goes after in this Symposium is worth reading and should be helpful and beneficial to all concerned. Mr. Colgate has

Industry on Strong Foundation and Outlook Bright Gilbert Colgate, President of Colgate & Co. and President of the American Manufacturers of Toilet Articles: I consider that we may look forward with confidence to the year 1923 being a better business year than 1922. Our association enters the new year better equipped and more enthusiastic than ever to work for the welfare of our indusry. Most business houses, like people, are distinguished by the energy which animates them and as a body representing the American Manufacturers of Perfumery, Soap and Toilet Articles we are in a position to exert a continuing beneficent influence on an industry which lends itself so vitally to the well being, hygiene and comfort of all individuals

The general recovery of the business depression in 1921 and 1922 due to the inflation caused by the war has been on the whole conservatively handled. Merchandise and stocks have been liquidated, and present inventories are now sound and proper as to prices, and this condition among manufacturers of our industry gives us all a strong foundation. The recent holiday business has been good. Merchants have bought freely this last Fall. The consumer purchased well and stocks now held by the wholesaler and retailer are moderate. This means a quick and rapid resuming of business after the New Year.

General employment of labor has increased steadily for the past few months. This in itself is a sure indication of the trend of the times. Reports that I have received from the retail trade throughout the country are cheerful and optimistic. There seems to be a more wholesome and reling. The domestic problems confronting us as a nation There seems to be a more wholesome and better are ones that affect us all, and should be solved by counsel and thought and in not too hasty a manner. Dissatisfied that the minority dictates to the majority.

Foreign markets have been somewhat unstable and will continue to be until the German reparations question be-

comes more adjusted and the currency question with foreign countries bears important influence in seeking additional business in the world's markets. However, the United States Department of Commerce records show good progress made in winning back some important fields badly disrupted the last few years. The business situation on the whole is favorable to our industry and the new tariff as applied to ous business gives considerable faith in the prospects ahead

#### 1923 to Set New Record in Sales of Toilet Goods

Northam Warren, President of the Northam Warren Corporation and First Vice-President of the American Manufacturers of Toilet Articles: We confidently expect 1923 to be the best year in our history. We have never started a new year with brighter prospects. Stocks of our mer-chandise on the dealers' shelves are low and goods bought will be used for immediate consumption. With the excep-tion of a few retailers who took "fliers" in German goods and other unbranded merchandise and who are obliged therefore to curtail their purchases of nationally advertised goods, the trade as a whole is buying liberally and are featuring advertised goods as never before.

Collections are excellent, labor is plentiful and raw material is of a higher quality than for many years past. We expect 1923 to set a new record of sales in the toilet goods business.

### "Quality" Important on Great Rising Waves of Demand

Edwin Sefton, Vice-President of Harriet Hubbard Aver. and Second Vice-President of the American Manufacturers of Toilet Articles: It has been quite patent to us that with the beginning of the year 1922, in January, to be exact, the buying public was "abroad" in our land; that is to say, the ultimate consumer in the United States of those of our products-i, c., Perfumes, Toilet Waters, Cosmetics, and like products-was always ready to purchase such of these products as had become actual necessities for the toilet.

This condition gradually improved until the year 1922 culminated in December with immensely increased sales of toiletries. Our view of increased business was so strong

that we would not permit our stock of raw materials to be lowered beyond a two months' supply at least.

That the year 1923 will prove to be one of the greatest in all time seems meritably to come to those of our manufacturers who know how to properly manage their con-

We cannot expect any concern, foreign or domestic, to survive the test if it thinks that the American public is indifferent to quality products and offers plain junk instead of quality. The American public is now a very discriminating one, and while it is led astray from time to time by

lurid and untrue advertising, it comes back to quality lines.

True it is, that attractive looking packages create sales, but if those packages do not contain quality products there are few repeat sales. So, in order to create a new high record in the volume of sales of American made perfumes and toilet preparations, let each manufacturer look first to the quality of each of his products, and when he has done this his then highly sensed imagination will indicate to him containers of a proper and attractive character to comport with each item.

The manufacturer who is well satisfied with his products and the containers thereof is standing still and the sales of his products will be reflected by his state of mind. Our view is that he who is perfectly well satisfied with

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with the reene, St. himself, his products and his method of doing business, will gradually find himself being pushed to the side lines.

e think you can be of incalculable value to all of us engaged in the manufacture of perfumes and toilet preparations by driving home the necessity of improving the quality of our products.

Through the medium of your valued magazine you could, if such coincided with your views, encourage not only legiti-mate competition in sales but a more keen competition in quality of products.

## Preparing for a Greater Volume of Business

G. A. Pfeiffer, President of Richard Hudnut. New York: Our concern faces 1923 with a feeling of confidence. Conditions, except for the foreign situation, seem to us more favorable than a year ago. Our collections have been good and we are anticipating and preparing for an increased volume of business in 1923.

Replying to your inquiry as to what is most needed to establish a new high record in volume of sales of American Made Perfumes and Toilet Preparations, our answer demand and supply is, to correctly interpret consumers more attractive and higher quality of products.

We feel your journal can best serve our industry by encouraging in your columns domestic production of raw material, both chemical and floral and by continually emphasizing the need of domestic manufacturers giving service and value to both dealer and consumer.

## For Closer Co-operation of Manufacturers

V. Vivaudou, Inc., R. H. Aronson, Vice President, New York. We look for a substantial increase in the volume of business during 1923.

Collections are good.

To establish a new high record in the volume of sales of American-made perfumes and toilet preparations, in my opinion closer co-operation, perhaps we might say closer contact between the manufacturers, would go a great way

towards increasing the volume of our sales.

I believe that if the leading manufacturers would get together and discuss frankly, methods which would tend to increase sales, a great deal could be accomplished, and many of the evils which now exist could be eliminated.

I believe that your medium could be very useful in bringing manufacturers together according to my ideas, as expressed in the above paragraphs.

#### Outlook Brighter Than for Several Years

Lazell Perfumer (O. J. Cathcart), Newburgh, N. Y. The outlook is much brighter than it has been for the past several years. We are looking forward to the biggest year in our history.

#### Better Appreciation of American Women Desirable

A. P. Babcock Company (H. Henry Bertram, President and General Manager), New York. So far as we can see, the indications for an increase in the volume of business for 1923 are exceptionally bright. Collections have been, on the whole, fair—in most parts of the country, good.

In our opinion what is most needed to establish a new high record in the sales of American-made Perfumes and toilet preparations, is a better appreciation on the part of the American woman of the real improvement in American-made articles at this time. The foreign mark still wields a very potent influence. Real progress in appreciation of American-made perfumes has undoubtedly been made and will continue to be made from now on.

#### Finds Present Soap Trade Outlook Encouraging

William L. Schultz, President of the Lightfoot Schultz Co., Hoboken, and Member of Executive Board of the American Manufacturers of Toilet Articles: The present outlook is encouraging and we look for a decidedly increased business, providing raw materials do not advance, compelling the retailer to increase his selling price to the consumer. If the retail price must be increased it will

undoubtedly decrease the public's purchases. Collections are fair. As we are interested only in soaps we think the quality offered by the American manufacturers should be improved in perfume value so that the goods made here will equal those coming from France.

## Demand for Toilet Requisites Grows Fast in Volume

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A. A. Vantine & Co., Inc. (F. J. Atkinson), Long Island City, N. V .: The last six months of 1922 showed a volume even exceeding our expectations. Reports from all over the United States, from our customers, are most encouraging and we are expecting these large monthly increases of 1922 to continue during 1923.

We find collections unusually good, far better during the Fall of 1922 and at the present time than in the Fall of

1921, and this same time last year.

It is our opinion that a record volume of sales of American made perfumes and toilet preparations can be made in 1923 easily by improving the quality of the product, improving the container and the finish of the product, better service to the trade and intensive national advertising.

### Suggests Creating a Greater Consuming Demand

Peet Bros. Mfg. Co., N. N. Dalton, Vice-President, Konsas City, Kansas: We expect a substantial increase in volume of business in 1923. Collections are very good, but credits are still worthy of careful attention.

To establish a high record in volume of sales of perfume and toilet preparations, more consuming demand must be

created.

#### Collections Better Than for a Number of Years

Daggett & Ramsdell, New York, N. Y .: Our expectations for 1923 is it will show a very satisfactory growth in sales volume compared to 1922, which was for us entirely

Collections for the last twelve months and at the present time have been better than for a number of years.

### Perfume Outlook Bright; Soap Situation Not So Good

Allen B. Wrisley Co. (Geo. A. Briggs, Second Vice-President), Chicago, Ill.: We are generally very optimistic on the business outlook for 1923, especially in our perfume department. We have new packages that ought to stimulate our business considerably.

In our soap department conditions at present are most uncomfortable, as the raw material market, tallow, grease, etc., are very high at the moment and this increase in cost

has not been passed to the retailer generally.

We feel that when all the manufacturers make the necessary increases for protection it will slow up the soap busi ness somewhat, which in turn should affect the raw material market, bringing prices down to normal. Next to food soap is the most necessary thing in life, whether or no.

#### Timely Ideas on Increasing Toilet Goods Trade

Odo-ro-no Co., Mrs. Edna Albert, President, Cincinnati, hio: It is our belief that business on standard and established toilet goods should show a substantial increase in 1923, fundamentally, because of improved credit conditions. and the improved financial condition in the drug trade will naturally mean the maintaining of better stocks of established items.

There has been a decided improvement in collections in

our business during the last three months.

To establish a new high record in the volume of sales of American-made perfumes, it seems to us that more advertising and publicity should be used to educate women unfounded predilection for imported perfumes

To establish a higher standard of the sale of Americamade toilet preparations for this year, we believe there is no better formula than the fundamental one of making the best possible products, putting them into artistic and serviceable packages, giving the trade the best possible service on them, and putting behind them the best and strongest possible advertising.

In line with this belief, we are adding greatly to the

cost of our principal product this year by an improvement

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in the package, which will improve its service and con-renience to the user. We are improving and increasing the cost of our packing to increase the jobber's convenience in handling and reshipping.

We can think of no way at the moment in which you can better co-operate with manufacturers like ourselves. The American Perfumer & Essential Oil Review is read and used by our chemists and purchasing agent, as well as by the writer.

### Optimism Strong in Middle West and Southwest

Meyer Brothers Drug Company (by E. F. Helbig), St. Louis, Missouri: Conditions in the Middle West and Southwest seem very favorable for a decided improvement in the volume of business for 1923.

m the volume of business for 1920.

We are very optimistic as the year has started with a big volume of orders and we are shipping more merchandise daily now than at any time during 1922.

Stocks are low in the retail stores, unemployment has decreased, and increased consumption along all lines may be confidently looked for on account of the increase in

we feel that 1923 will be a very good year, as good as could be expected in view of the disturbed conditions in Europe, which will affect our exports adversely, especially agricultural products.

### Perfumers Hiding Light So Far as Soaps Are in It

1. Eavenson & Sons, Inc. (E. W. Bartram, Sales Manager Toilet Soap Department), Camden, N. J.: We look for at least a 50 per cent increase over 1922 toilet soap sales. This figure to us is very conservative. Our percentage of increase over 1921 was higher than that.

On the whole, collections seem to be very good, with the exception of the smaller druggists, who have a tendency to be slow in pay. We are not having any losses in accounts so far.

We feel that the American Toilet Goods Manufacturer is hiding his light under the bushel as far as soaps are concerned. Through the medium of soap, perfumers universally sell the public their odor, and it can be done in a very effective way, as it would be brought to the user's attention a number of different times in the day. We also want to impress upon the perfumers that it is essential that a greater percentage of perfume be incorporated in their soaps than is now being done by the average perfumer. This is proven to us by the imported lines.

#### Expects 1923 to be Greatest Selling Year

C. H. Stuart & Co., Newark, N. Y., by Paul D. Newton, General Manager: Our experience in 1922 would indicate that business is on the up grade, as we continued to increase our business month after month and as the year progressed the increases became larger and it is our opinion that 1923 will be the biggest selling year that we have ever had.

Our collections have been very satisfactory and appear to be getting better.

Right here we want to express our appreciation of the splendid journal which you edit. It is a source of inspiration and encouragement. We know of no finer trade journal in the world.

#### For Higher Tariff; Ban on Misleading French Labels

Willis H. Lowe Co., Manufacturing Perfumers, Boston: We consider the business outlook for 1923 much more promising than that of 1921 and 1922, but do not expect normal conditions, although we do expect a substantial increase in volume.

Our salesmen cover the entire United States and all report stocks low, but no inclination to place orders beyond present requirements.

You ask what is most needed to establish a new high record in the volume of sales of American-made perfumes and toilet preparations.

Our answer would be, increased tariff on foreign made toilet articles, also stringent laws against selling American-

made good under fictitious French names, or misleading labeling, such as the enclosed. This is only one of many on the market.

[Enclosure: Jardin, Paris, Boston, Trading as American Toilet Goods Co., Inc., Manufacturers and Importers, 40 Harrison Ave., Boston, Mass., U. S. A.]

#### Collections Good and Good Business is Looked For

H. K. Welch, Treasurer of the J. B. Williams Co., Glastonbury, Conn.: While we look for good business this year we do not see any reason why there should be any abnormal increase. Collections with us are fairly good. As to what is needed to establish a new high record in the volume of sales, we would say that we don't think we have an answer. We wish we had.

## Higher Tariff Suggested on Finished Goods

Herbert Roystone, Inc., New York City: Substantial increase in volume of business in 1923 is looked for. Collections are good. What is needed? Higher tariff on finished goods, or stamped "Made in U. S. A.," when goods are finished here.

Stop Imitating Foreign Goods; U. S. Goods the Best French Cosmetic Manufacturing Co., Inc. (F. A. Schwannecke), New Rochelle, N. Y.: Taking only into sideration the cosmetic branch of the allied industries, would say that we look for a substantial increase during 1923, particularly on the compact end of the cosmetic

There are two reasons for this: The use of compacts is becoming more popular and is to a certain extent taking the place of the loose face powders.

On the other hand, there are more manufacturers of cosmetics appearing on the horizon every day. This, of course, produces a large supply. It is a known fact that when a supply of any particular item is produced the demand will

As far as the French Cosmetic Co. is concerned, we more than doubled our business in 1922 over 1921 and expect the same results for 1923. In regard to collections, would say, that during the latter part of 1922 we found them very good and more steady than the early part of the year.

What is mostly needed to establish a new record in the volume of sales of American-made perfumes and toilet preparations, is to produce good real merchandise and not try to imitate the foreign line. In other words, we have quite a number of manufacturers who produce an inferior grade of merchandise and try to get a long price. This kind of merchandise tends to destructive instead of constructive business.

As to how The American Perfumer & Essential Oil Review can better cooperate with the manufacturers, would say, that we have no criticism to make along these lines as we feel your service so far has been the best and cannot be

## Head of New York Allies Is in Optimistic Class

F. J. M. Miles, of Cheramy, Inc., and President of the New York Perfumery, Soap and Allied Industries Association: We look for substantial increase in the volume of business for 1923. Collections are good. I believe you are ever alive to the situations that are helpful to the perfumers and allied trades and have nothing to suggest. I am looking forward to your January issue with much interest.

Trade Grows, But French Irresponsibles Are a Menace Oakley & Co., New York, by Joseph H. Calisher: We closed our business for the year 1922 on December 31 with a very satisfactory increase over 1921. I think that conditions will be very much improved in 1923, and there ought to be a larger volume of business.

Our collections have been very satisfactory, and if we do not get more business in 1923 than we have had in 1922, it will not be due to the legitimate competition among American manufacturers, but to the influx of French perfumes and face powders into the American market. This

is the most serious proposition that the American manu-

facturer will have to contend with.

French firms with no reputation in Paris have flooded this market with perfumes in an effort to establish a trade on the same, and after months of unsuccessful experience in marketing a foreign perfume for which there is no demand, in order to realize on the stocks that have been imported they offer these goods to our customers at most ridiculous prices. I have found innumerable cases of this kind among our customers, and there is no question or doubt that to a very great extent propositions of this kind work to the detriment of the American manufacturer.

My last trip of five weeks throughout the large cities of the West was the most satisfactory that I have had in several years. As previously stated, I found the class of trade with which we do our largest business—namely, the department store—ready and eager to buy foreign goods of the character as mentioned at a price. The new tariff of the character as mentioned at a price. The new may obviate this in 1923, at least it is to be hoped so.

### Good Steady Slow Increase; "Service" a Big Need

Kolynos Co. (C. D. Dunlap, Assistant Secretary), New Haven, Conn.: We do not look for any unusual increase of business during 1923. A good steady slow increase we think will be the best proof that we are headed for a more normal return of business and not to an inflated con-

dition. Collections are good.
"What is needed?" is a rather hard question to answer. but we would say that the principal trouble with a lot of American manufacturers at the present time is a lack of their understanding of the word "service" and a lack of consideration for their customers' finished product. If every business house in the country takes pride in the quality of their customers' finished product through the use of their own raw materials, our own idea is that domestic buying will increase and the foreign source will not get as much of the business as they have up to this time.

#### Good Business Expected in Perfumery Products

Pritchard & Constance, Inc., London and New York: We expect good business during the present year. Collections are normal, by which we mean the dry goods and jobbing trades are remitting promptly, and the druggists are paving as usual.

Regarding what is most needed to put us all in Rolls-Royce cars, we puzzled our brains for several minutes over this question, and finally-to paraphrase the countryman and the camel—we decided there ain't no such answer, Anyway, we'll bite; what is it? Your publication is quite unique and very welcome as it is.

#### Urges Propaganda to Kill Foreign Superiority Idea

La Valliere Co., Henry E. Chambers, Treasurer, New Orleans, Louisiana: We look for not only a substantial increase in our business the coming year, but a very substantial one. Collections are quite good now and seem to

be improving right along.

To our mind, nothing would help to establish a new high record in the volume of American-made perfumes and toilet preparations than a systematic propaganda to get it out of the average mind that foreign perfumes and toilet articles are better in quality because generally priced higher. propaganda to like effect in Latin-American markets would boost our business also.

#### Product Should Measure Fully Up to the Advertising

Boncelli Laboratories, Inc., Indianapolis, Ind. (Crown Chemical Co., H. J. Burgess, Advertising Manager): We are using our advertising plans for 1923 upon the presumption that business is going to be substantially increased. In fact, indications point to this from every standpoint. Our collections have been better within the last six months than they have been for some years past.

We will not go on record as stating what we think should be done to better the sales of American made cos-metics, but we do believe that if American manufacturers as a whole would give as much thought to the merits of a product as they do to containers, they would soon establish an air of confidence on American made goods. In some cases, advertising is many times better than the product itself. This, of course, is a boomerang and does not tend to increase the popularity of any product.

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## For Peace, Reasonable Taxes and Volstead Modification

John Blocki & Son, Chicago, Illinois: We look for a substantial increase in the volume of business in 1923. Collections are good. "What is most needed?" Peace, reasonable taxation and modification of the Volstead act.

## Higher Quality Keynote to Optimistic Trade Plans

Trece Laboratories (A. E. Mullen, Assistant General Manager), New York City: The tremendous increase in the demand for products of our manufacture leads us to believe that our associates also manufacturing for the perfumery trade will ride high on the tidal wave of returning prosperity. On the closing day of 1922 we had contracts on file for orders to be delivered that would have taken six months to deliver at our old rate of production at that time; and those who have visited our plant have marveled at our equipment for quantity production.

One of our first steps this year was the placing of orders for additional machinery and equipment so as to take care of the constantly increasing number of new accounts coming to us as well as to insure prompt deliveries of our con-

tract orders.

As concrete evidence of our optimism for 1923 we are pleased to advise that by February 15 we will have plans formulated and equipment installed that will increase our production volume 50 per cent over last year.

There is certainly no originality in expressing the opinion that our only means of increasing the volume of sales of American made perfumes and toilet articles is to constantly strive to increase the quality of our products.

The American woman of today is surely not looking for cheap rouge or perfume. The lest is not one whit too good, and it is our conviction, borne out by our experience, that the greatest demand will always exist for those products of superior quality.

The impression held by some of the general public that the best rouge is made abroad is surely a fallacy, as the writer has personally seen rouge that was made abroad that was absolutely of a quality inferior to any produced in this

The Trece Laboratories, spending huge sums in experimental work for the purpose of perfecting the processes of rouge manufacture to the highest degree, feel that quality, not price, is the guiding motive that will influence pur-chasing all down the line from the perfumer to the consumer; and that this policy maintained by the manufacturers for the perfumery trade will be of great import in putting over a splendid volume of business for all in 1923

#### Holiday Buying to Stimulate the Renewal of Stocks

C. W. Jennings, President of the Jennings Manufacturing Co. and the Jennings Co., Perfumers, Grand Rapids, Mich.: We look for and no doubt will have a substantial increase in the volume of our business for 1923. It is our observation that the stocks of perfumery were very much depleted in the late holiday buying. Money seems quite plentiful in the smaller size towns and collections are quite satisfactory in the Middle West. On the whole, our business for 1922 has proved to be satisfactory.

#### Toilet Goods Outlook Decidedly Encouraging

E. W. Hoyt & Co. (A. D. Sargent), Lowell, Mass. The outlook for business during 1923, viewed from present conditions as observed by us, is exceedingly encouraging. Evidently the holiday business depleted stocks in the hands of the retailers and the wholesalers find their reserve stock in need of prompt replenishment.

The volume of business placed with us during the first two weeks of the new year is most marked and considerably in excess of the same period a year ago. However, we are not unduly elated or optimistic. What the future has in store for us is a problem. Business men in New England are looking forward hopefully to the next six months. The

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continued unsettlement in Europe, the shortage of labor, and the attitude of the wage workers in renewed demand for increase in their pay, cannot, in the opinion of business men in this section, but have a tendency for manufacturers to move cautiously, but with the hope that merchants and consumers may continue to buy merchandise at the higher prices which, in all probability in the near future, will be

forced upon us.

If in our province to extend a word of advice to manufacturers of toilet requisites, we would call attention to the fact that the women of America, the ultimate consumers of perfumery and allied products, are becoming more discrimi-Very readily do they distinguish the superior product. Manufacturers do well not to lose sight of this most important fact and it should tend to increase their ambition and efforts to make the toilet requisites made in America the best in the world.

## Tremendous Strides in Use of Cosmetics to Keep Up

Willard Ohliger, President and General Manager of Frederick Stearns & Co., Detroit, Mich .: We are starting into 1923 in a very optimistic frame of mind. Of course, there are disquieting features abroad, and we still have unsolved problems at home. And, in weighing the possibili-ties of the future, all of these things must be taken into consideration. At the same time, we have been constantly getting on a more solid foundation, and every day are getting farther away from unnatural conditions brought about by the war. While the cost of living compared with in-comes among all classes may still, here and there, not be in the best ratio, as a whole we start 1923 on a more same basis than we have been for some time.

In the toilet article field it has been demonstrated that the wonderful increase in the use of cosmetics has not been merely because of the tremendous increase in earning power of the people, or, if it was because of that fact, women of the country found that making themselves more attractive is a duty they owe to themselves and their friends. Purchases in the latter part of 1922 very plainly indicate that, once having found the real value of the judicious use of toiletries, women are a long way from ready to discontinue. As a matter of fact, all signs point not only to a continuation, but to an increase of the tremendous pur-

chases of cosmetics in the last few years.

## First Half of January Shows Nice Increase

W. W. Baldwin, Baldwin Perfumery Co., Chicago, Ill .: We are looking forward to 1923 as one of the best years we have seen in some time in a business way.

The first fifteen days of January have shown a very nice increase over the ones of 1922. If this can be used as a criterion for the year's business there is no doubt but 1923

will exceed any other in business.

Collections have shown an improvement in the last three months. If they will continue to improve at the same rate in the next six months, we believe things will be back to a normal condition and everyone enjoying prosperity.

#### 1923 Trade Is Starting Off Strong and Steady

J. E. McBrady, J. E. McBrady & Co., Soaps and Perfumes, Chicago, Ill.: I look forward to this year as going to be a very prosperous one. From the first day of January, it indicates a very strong and steady growth.

Merchandise in almost every line seems to be going up in price, and what makes me think that is a fact, is because the labor market is very strong. I notice almost every place, that there is a great deal of building construction going on and labor is scarce, wages are high and are going to stay high.

So long as the working man and mechanic can get good wages and make lots of money, there will be lots of money in circulation all over the country and that will mean good business for everybody who is deserving of it.

## January Mail Orders Eclipsing the Record

G. C. Weil, Klinker Manufacturing Co., Toilet Articles, Cleveland, Ohio: We consider it rather early to make any predictions regarding 1923. However, we have never had as many mail orders during the first two weeks in the mouth

of January as we have had this year, which seems to indicate not only that stocks are low but that the retailers are ready to buy goods.

Our salesmen start out January 15 and, of course, a nore intelligent estimate of conditions can be formed after they have been out a few weeks. We ourselves feel very optimistic and at the present time are employing as many people as we were during our busiest time last October and November and, what is more to the point, we are keeping them all busy.

I want to repeat what I have written you many times before, that you are publishing a mighty good magazine and all of us derive a great deal of benefit and pleasure from

it every month.

#### Sees Bright Outlook for American Toilet Goods

Kiefer-Stewart Company (Bert O'Leary, Specialty Department), Indianapolis, Ind .: We think the outlook for 1923 is exceedingly good. We feel that the year will be a good one in the line of toilet preparations. We believe that with the increased duty on foreign perfumes, it will very materially increase the sale of the American made product. There is no question in our minds but what the American manufacturers of perfumes and toilet preparations will produce, and are producing, perfumes of very high quality, equal to anything of foreign manufacture, and, in our opin-ion, all that is required to increase the sale of the American made product is to have the duty high enough on the foreign made products so as to prevent foreign products underselfing the American made goods. Our credit department reports collections very good,

We appreciate the good work being done by The American Perfumer & Essential Oil Review. We believe that you have the right angle on how to assist the American manufacturers of perfume and toilet preparations so as to make American goods of this character the leaders. We value your publication very highly—would hate to miss a number.

## Favors Co-operation and Urges Essential Oil Tests

Mmc. Ise'bell's Toilet Manufacturing Co. (W. T. Mason), Chicago: We are looking for substantial business increase in this year. We also think that collections will be better than in any year before.

In our estimation there is needed most the co-operation manufacturers and an establishment to analyze essen-

#### Will Push Business by Developing Many New Ideas

Adolph Klar, New York City: That there will be a considerable increase in our business during 1923 due to the fact that we expect to expend special effort in developing new ideas and many interesting items of quickdeveloping new ideas and many interesting feels or saling possibilities. In fact, we have increased our facilities in anticipation of the response to new numbers, new containers and new plans for sales promotion. The hand decorated rouge and face powder vanities, lip sticks, etc. have been warmly endorsed by the trade; and our art de-partment and special service department have both been considerably enlarged.

As we sell only to high grade houses of good reputation,

we have had no bad accounts or trouble with collections.

What is most needed to establish a new high record in the volume of sales of American-made toilet preparations is the proper advertising of good merchandise. Dependable goods decently presented to the trade bring results, en-courage repeat orders and result in that basic satisfaction on both sides that is the fundamental of good business.

#### Nothing Abnormal in Sight; Normalcy Returning

C. Mahlon Kline, President of Smith, Kline & French Company, Philadelphia: At the present moment we are having a great rush of orders, probably the result of very conservative buying before the holidays. We do not anticipate anything abnormal during the year. We do not anither anything abnormal during the year. We think business will show a slight gain over last year, but nothing unusual. We expect to see some commodities swing pretty badly out of line owing to the fact that because of heavy We think stocks at the beginning of last year they were not produced

or gathered in sufficient quantity.

e expect during the year a gradual return to normal and we will all become accustomed to expecting to exist on a reasonably small profit and forget the dreams of sudden wealth that have been distorting our vision during recent

#### Substantial Increase in Business is Predicted

Vail Brothers, Philadelphia, Pa.: We look for a substantial increase in business in 1923. Collections are good, with few exceptions. There is no room for betterment in your co-operation with our industries.

#### Business Outlook in Toiletries Seems Phenomenal

United Toilet Goods Co. (A. Moshvim), New York: From all present appearances the business outlook for this year seems to be phenomenal. The trade in general is extremely optimistic and I base this assertion upon pure and simple facts. We have been receiving continual inquiries for new lines and new merchandise during the last two months, which in itself is a wonderfully encouraging sign. There is every reason to believe that the toilet goods

manufacturers in general should double their past business

during the coming year.

#### Will Give Masses, as Well as Elite, a Chance to Buy

Mills Brothers Co. (American Products Co., C. M. Mills), Cincinnati, Ohio: Prospects in our business look unusually large for this year, as our products are sold entirely direct to the home through our representatives and as everyone seems to be well employed at the present time and having plenty of money, it is making merchandising in our special way much easier as it is easier for our representatives to secure an order for our products by calling direct to the home, for there seems to be plenty of money at the present time.

It is our intention to carry on a very large advertising campaign during the year on "Zanol" Quality First Products, in which line is included our perfumes, toilet preparations, etc. We had a substantially large increase in our business last year and we are hoping to increase it in the same proportion this year, and prospects in our line certainly look better this year than they did last year at the same

time.

The money that is being made today is being made by the masses with whom we are doing business and we believe that if the average perfume and toilet preparation manufacturers would put out their line to the masses instead of the small percentage of the elite in this country, that they would meet with much better success

#### Would Push American Made Goods on Own Merits

Beecham's Laboratory (J. G. B. Newhard, Manager). Oscawana-on-Hudson, N. Y .: Naturally we do look forward each year for a substantial increase in business, and from all indications of the first week's business of the year. ve feel that our expectations are going to be fulfilled, for this has been a banner first week.

Last year was unusually good for collections with us and we started this year with a clearer ledger than ever, although our volume of business last year was the largest

we have ever enjoyed, "What is needed?" Co-operation of the manufacturers, and we know of no better way to co-operate than in joining the American Manufacturers of Toilet Articles and giving all support possible, even though small, by having all employees, whether demonstrators or not, talk up American made perfumes and toilet articles on their own merit, getting away from the fallacy of invariably comparing American made perfumes and toilet articles with an imported one, which in the most of cases is the convincing acknowledgment, to the patron's point of view at least, that American manufacturers use imported products as their standard, which is or should be far from right.

Stop all use of foreign addresses on labels, packages, etc., unless the goods are really made, packed and ready for sale at said address, as we all know that from time to time we do use some imported concretes, etc., even though we should not advertise it. The slogan for 1923 and for all time should be "Made in U. S. A.," and proud of it—so proud, in fact, we should brag about it.

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We can not see where you can co-operate any more than you have in the past. We have watched and noted with pleasure your wonderful strides for the betterment of all CONCERNED. We reiterate that THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW is indispensable in our business, keeping us alert, with happenings of the day, saving us money in purchasing, by your wonderfully large advertisers, and making us broader in our views, by telling us what the other fellows' views are, something we never have had excepting from your journal.

## Would Educate Public on Essential Oils Being Same

Marinello (H. M. Chamberlain, Manager), La Crosse, Wis .: We are looking forward to a substantial increase in the volume of business in 1923. During last year collections were not as good as we would like, as money seems to have been rather scarce. However, this condition we believe will be greatly improved this coming year.

In our opinion an essential factor needed to establish a new record in the volume of American-made perfumes and toilet waters is more publicity of truths regarding American-made products. For instance, a large percentage of our people in America do not realize that the same oils are used in the compounding of American perfumes as in the compounding of imported perfumes, the general opinion being that foreign products are superior to American made products.

We also believe that it behooves American manufacturers to guard against the passage of laws which would tend to prevent us from competing effectively with foreign manufacturers, and appreciate the good work that has been done by the American Manufacturers of Toilet Articles in this

#### Tariff Will Help to Meet Foreign Competition

Emil Tausig, President of the Empress Mfg. Co., Inc., New York City: We are pleased to state that 1922 was quite a successful year for us and our sales as compared with 1921, increased 18 per cent.

The demand for toilet preparations is constantly increasing. This, we believe, is not only due to the growing use on the part of the ladies, but also to the improved quality of the toilet preparations which makes many of them equal to some of the imported. Of course, it will require a good deal of education to convince the American ladies that some of the American products are equal to the imported ones.

le are looking forward to a larger volume of business in 1923 and are led to believe that the higher duties imposed by the new tariff will contribute to a great extent, to meet

the foreign competition.

## Very Busy, with No Indications of a Let Up

W. J. Noonan, of the T. Noonan & Sons Co., Barbers' Supplies, Boston, Mass.: Regarding business conditions and the outlook for this year we are pleased to state that there are no indications that this will let up within the near

## Advocate Coué's Treatment for Business Pessimists

Garwood Company (W. H. Garlinger, President), Philadelphia, Pa.: We are not harboring any delusions that the business situation is ideal for 1923, because we believe that the underlying conditions of the country are far from being favorable, but we see an increasing awakening to conditions as they really are among the business and political leaders and a substantial effort on their part to bring about a more desirable state of affairs. This, of course, is the "Silver lining to the cloud," and we believe augurs very well for future business.

We are, therefore, looking ahead, expecting 1923 to prove a very good year for business and are laying our plans accordingly and shall expect to materially increase the volume of our sales during this year. We see the evidences of a very prosperous year ahead and expect to do our best to take advantage of it. It will require, however, very earnest and constant effort upon the part of every business man to gain the desired goal in 1923.

The psychology of Dr. Coue's theory cannot be denied, and it might be wise for some who may be discouraged or pessimistic as to the outlook to put it in effect in their own minds. We believe it will do them good.

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#### Outlook is for Best Volume of Business Ever

Amole Soap Co. (H. J. Harshberger, Vice-President and General Manager), Tippecanoe City, Ohio: Our company is looking forward to 1923 to produce the best volume of husiness we have ever had. Orders are already coming very good and also many inquiries, which suggest considerable activity throughout the trade.

## Month's Orders Double Those of a Year Ago

Elizabeth Arden (T. J. Lewis), New York: We feel that business in our line never was better. We are very enthusiastic with the present outlook. Our December orders more than doubled those received during the same month in 1921.

## Can See Nothing Ahead but Prosperity

The Remiller Co., Perfumers. New York: Regarding the business outlook for 1923: In our estimation, if the business of the year 1922 can be taken as a criterion, we can see nothing ahead but prosperity. The mere fact that we have already been asked price advances on several of ur important materials is a sign of good business, we

## Nice Volume of Business Expected with New Line

Weichsel Laboratories (R. C. Dunlap). Dallas, Texas: We have just started marketing our Joy-Synth line of toilet preparations and our advance sales indicate to us that we may expect a nice volume of business on this new line,

## Demand Increasing for Better Quality of Products

Martha Matilda Harper (by J. P. Bushfield), Rochester, N. V.: Business for 1923 with us has opened up most satisfactorily, and we anticipate a large increase in the demand for our better and more expensive products. There has been quite a noticeable falling off in the demand for any items in the cheaper lines, only a few of which we carry.

## Business Getting "Better Day by Day, in Every Way"

A Simonson, New York, N. Y .: We have the firm belief that business conditions have been excellent during 1922 and the prospects for the future are even better. That business has been good is best evidenced by banking conditions. Of course there are individual concerns who have possibly not received their share of business, but this is probably more due to individual conditions than to business. ness as a whole.

To paraphrase a saying of the day, we would remark that "Day by day, in every way, business is getting better

and better.

#### Finds a Satisfactory Price Level Reached

Koken Companies, Geo. D. Chisholm, First Vice-President, St. Louis, Mo.: We are entering upon the year 1923 with every confidence that it is to be the best year that we have ever experienced. Nineteen twenty-two was a banner year with us, but the indications are that 1923 is to be even greater. We find collections good, and a general sentiment that a price level has been reached upon which the trade is satisfied to do business.

## Increases Advertising Outlay 50 Per Cent in 1923

Wildroot Company, H. R. Shehan, Secretary and General Manager, Buffalo, N. Y .: We are looking to 1923 to be the biggest year that we have ever had in our business. We feel that conditions through the country have greatly

improved in the past twelve months. There were but one or two bright spots in January, 1922, whereas in January, 1923, there are but one or two dark spots.

We have so much confidence in 1923 that we are increas-

ing our advertising appropriation fully 50 per cent and enter upon this year with every confidence of its being one grand year for us from a business standpoint.

## Favors Alcohol Reform and Foreign Competition

J. R. Watkins Company (by R. H. Watkins), Winona, Minn.: We are looking forward to additional increases in the volume of business for 1923 on the theory that "1922 will reward fighters." Our Sales Promotion Department worked hard and consistently throughout the year in building up an increased demand for our products. Our products largely being necessities of life are always in good demand despite the commercial conditions which operate adversely in other lines of business.

Collections are smaller in size, but are very liquid.

One of the things needed to establish a new record in the volume of sales for American made toilet preparations is a more businesslike attitude on the part of the Prohibition Department in encouraging and stimulating rather than re-

tarding withdrawals of special formula alcohols. It is our opinion that the American toilet industry would develop faster if the bars were down and we had to compete harder with foreign made goods. When an industry is afforded unwarranted protection, it tends to stifle individual attainment which is so necessary in any organization or industry.

#### Good Increase in Demand is Anticipated

Abonita Co., Inc., Chicago, Illinois: We look for a substantial increase of business in 1923. Collections are fair. Good business conditions generally will do most to help establish a new high record in sales of American-made perfumes and toilet preparations.

#### BABSON IS OPTIMISTIC OF NEW YEAR

Roger W. Babson, the noted statistical expert and trade analyst, in his "Outlook for 1923" declares that the average of business for the new year should be better than in 1922. He makes these observations:

"During the latter part of the winter business will be quieter; there should be some rally in the spring months, particularly in April and May, a quieting down during the summer and the usual improvement in the fall. Taking the year as a whole it should be better than the present year has been, but we do not look for any greater activity than has been witnessed during the last few months. The coming year will be one of continued readjustment. This in itself is optimistic, for the sooner the readjustment in business is completed the sooner we can expect a period of good busi-

"The wave of business recovery is following the same path "The wave of business recovery is following the same path as in other similar periods. Just, as the depression started in the Northeast and moved west and south, so today the Northeastern and Atlantic Coast States have been the first to show improvement. The Central and Southern States are just beginning to improve.

"We look for a decline in the failure totals in the new year. At present a mopping up process is taking place.

"Employers will do well if they prevent further wage increases during the next year. There is little hope of extensive reductions. Later in the year some decline in the

creases during the next year. There is little hope of extensive reductions. Later in the year some decline in the cost of living may take place. This will help to ease the situation, which at present is extremely tense.

"The following bills are likely to be passed during the next two years and most of them will probably be taken up in 1923: Soldiers' Bonus, Extension of Farm Credit, Sale of Muscle Shoals to Ford or its development by the Government, now regulations regarding labeling and branding of merchandise, particularly of foodstuffs. On the other hand, merchants need not fear any measures which will be seri-ously detrimental to business. While the Radical element in Congress is sufficiently strong to block any moves by the Conservatives, it is not strong enough to carry through any extreme measures of its own."

# HOLIDAY GREETINGS FROM ALL OVER THE EARTH

New Year's greetings again this year were thoroughly permeated with good will and optimism. They came to us in great variety and from many nations. It is difficult to find space to chronicle the names of all of our well wishers, but we will go as far as possible in doing so.

From Grasse, France, Emile Schlienger, of Bertrand Freres, flashed this radiogram across the Atlantic's air lanes to us: "Heartiest wishes for Merry Christmas and prosperous New Year. Kindest regards."

Victor Vivaudou sent his compliments from Paris.

From Pierre Dhumez & Co., Vallauris, France: "Be certain of our hearty good wishes for a prosperous year."

Francois Goby, of Tombarel Freres, Grasse, also sent a message of good cheer appropriate to the festal season. Two other well-known Grasse houses, Bruno Court and Henri Euziere & Co., also were heard from, while Gabriel Laffitte and Mmc. G. Laffitte sent pleasant sentiments.

Chemical Works Flora, Dubendorf, Switzerland, forwarded timely holiday expressions of regard. M. Naef & Cie, of Genève, also sent Swiss felicitations for 1923.

Bulgaria was ably represented by Theo. K. Shipkoff.

Best wishes for a prosperous new year also were received from the Maruzen Co., Ltd., Tokio, Japan.

Roure-Bertand Fils, Inc., and Justin Dupont, Inc., joined in sending out seasonal cordial holiday greetings.

Canada, of course, was heard from, as always. The Royal Crown Soaps, Limited, Winnipeg, and C. A. Mc-Larty, of Toronto, renewed the greetings they had sent many times previously. R. W. McLarty, of Toronto, also sent his good wishes. Likewise Rose & Laflame, Ltd., Montreal.

One of the most artistic souvenirs was from the E. M. Laning Co., which pictured a "Lone Winter Evening" in the winter woodland with this sentiment: "The coming of the holiday season reminds us that we do not live alone. Without friends like you our business life would be dark."

George Lueders, president of George Lueders & Co., the dean of the essential oil business in this city, sent us greet-

ings and best wishes for the new year.

Hearty holiday sentiments were voiced in a note from F. E. Watermeyer, president of Fritzsche Brothers, Inc., Others in this house also thought of us, including Julius Koehler and Arthur W. McKey, Boston representative.

One of the happiest humorous greetings was that of Charles H. Alker, of the Orbis Products Trading Co. He contrasted "Twenty Years Ago" with "Today" and finally wound up: "These are the days of Suffragetting, Profiteering and Prohibition, and if you think Life is worth living, I wish you A Happy New Year."

C. R. Seydlitz, president of Delphi Products, Inc., in extending the hope for a New Year with "blessings without end" presented a view of a snowy "Night Before Christmas."

Sincere good wishes came from F. W. Heine and C. A. Heine, of the Compagnie Duval; Julian W. Lyon, of J. W. Lyon & Co., Inc.; A. H. Wirz, of A. H. Wirz, Inc., of Chester, Pa., and the Millville Bottle Works, Millville, N. J.

Queen of Sheba's perfumes were used as a Christmas text by A. L. Van Ameringen, of New York. Cooperation in making the New Year prosperous was urged in the greetings of the A. D. Smack Co. Cordial relations emphasized the hope of Pierre Lemoine Cie, Inc.

Chicago's optimistic feelings were seen in cards from Thomas J. Hickey, H. Bartold, A. G. Spilker, Mr. and Mrs. Charles A. Rindell, Royal Crown Co., Inc., Neumann-Buslee & Wolfe, Inc., and Mme. Ise'bell's Toilet Mfg. Co.

Among the fine cards received were those from M. Isermann, of Van Dyk & Co.; Minto L. Henderson, of the Henderson Lithographing Co.; Northam Warren, of the Northam Warren Corporation; Globe Collapsible Tube Corporation, Hoboken; W. John Buedingen; J. N. Limbert & Co.; S. B. Kaiden, of Solar Laboratories; Charles A. Tome, of the Bond Manufacturing Corporation, Wilmington, Del.; George E. Davis, of the F. W. Fitch Co., Des Moines, Iowa.

Here was a doggy one, with pictures of the canines:

"Here's to a 'Dog-gone' Big Xmas. From the Dow

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Happy cards were received from the C. E. Ising Corporation, Flushing, N. Y.; the Lorscheider-Schang Co., New York and Rochester; United Laboratories, New York; Monarch-Nusbaum Paper Box Co., Inc., Buffalo; Arthur Stallman & Co., New York, and from Austin P. Henry, representing the Rossville Co. at Buffalo, N. Y.

Here are some of many New York friends who remembered us: Technical Press, Knapp Engraving Co., John A. Phillips, Inc.; Charles F. Hubbs & Co., Toilet Requisites, and the Seydel Chemical Co.

Some more seasonal greetings: Lens Janssen Co., Mock & Blum, Klim, Linder & Bauer Lithographing Co., Hefter & Co., Dr. Samuel H. Baer and H. W. Eddy, of St. Louis; Peerless Tube Co., Bloomfield, N. J., by George H. Niedlinger and Francis J. Lynch; Harry C. Eells, of Federal Products Co., Frederick Christ, F. Stearns & Co., Detroit.

Miss Mary R. Cass, head of the F. N. Burt Co., Ltd., Buffalo, sent "All good wishes for your happiness in the New Year," and others in the State's western end were not less thoughtful. From Rochester we had cards from Mr. and Mrs. William S. Addison, Mr. and Mrs. Adolph Martin Spiehler, Mr. and Mrs. Oscar Bernard Spiehler and H. C. Goodwin.

Some more worth while pleasant greetings were from Mr, and Mrs. A. F. Kammer, Mr. and Mrs. Nathan Myer Stanley, Mr. and Mrs. George Fitzallen Stanley, Mr. and Mrs. C. H. Bourguet, Mr. and Mrs. William Gunther, Robert R. Gerstner, Mr. and Mrs. Myer Hemson Stanley, Mr. and Mrs. William Orem, Mr. and Mrs. Charles E. E. Whiteley, Mr. and Mrs. Augustus Henry Bergmann, Mr. and Mrs. Charles Augustus Bitner Zook, Dudley F. Lum, Mr. and Mrs. John Andrew Holmes, R. G. Callmeyer, Mr. and Mrs. L. A. Van Dyk, Mr. and Mrs. George L. Ringel, George Frank Lord, Charles W. Butterworth, Mr. and Mrs. Frank K. Woodworth and Mr. and Mrs. William L. Crounse.

From Mr. and Mrs. A. K. Paul this, with a graphic art study of appropriate nature to the sentiment: "Old days have gone, but old associations, old friendships, rich memories remain to welcome the New Year which greets us with buoyant promise. May it reward you with every substantial blessing."

Soon after, scanning the stack of greetings, we find clever expressions of Yuletide feeling from Caswell A. Mayo, Mr. and Mrs. Francis N. Langlois, Mr. and Mrs. Frank L. Beggs, Julien J. Soubiran, Dr. Edgar G. Thomssen, Dr. and Mrs. Frederick A. Marsek, F. J. M. Miles, George Uhe, James Hunter Hall, S. N. Long, Albert J. Sterling, Doane Hage, Mr. and Mrs. Lyman M. Lamm, Mr. and Mrs. B. J. Caruso, Dr. and Mrs. H. C. Podall, Henry B. Flarsheim and associates.

Friendly letters were numerous, some being from C. W. Jennings, president of the Jennings Mfg. Co.; Dr. Mueller, of the Rhodia Chemical Co.; Williams Haynes; A. H. Horner, of C. B. Peters & Co., Inc.; M. W. Parsons and W. A. Stopford, of Parsons & Petit, and Dr. Edgar S. Barney.

Mention of the fine art calendars issued by the Owens Bottle Co, and the Foxon Co., Inc., was made last month. Of other 1923 calendars L. A. Van Dyk led the list with a large wall offering, in black and red, with the figures most conveniently arranged. More nice calendars were from the Raisbeck Electrotype Co., Chrystie Press, Brown-Green Co., the Jacob Stein Studio, Frank Z. Woods, Isaac Goldman Co., Harris Warehouses, Inc., Manufacturers' Translation Bureau and the Kutztown Publishing Co.

Compagnie Parento, Inc., put forth a useful universal desk calendar in block form with blanks for the year.

A vanilla ash tray, with good wishes, was sent by Gomez & Sloan, Inc., while George M. O'Neil, of the Tin Decorating Co., Baltimore, conveyed Tindeco's Christmas greetings on a handsomely lithographed tin for cigar ashes.

# ZONE SYSTEM OF MERCHANDISING: AN EFFICIENT METHOD OF INTRODUCING A NEW PRODUCT OR MARKETING AN OLD PRODUCT IN NEW TERRITORY

By LEROY FAIRMAN, Merchandising Advertising Expert, New York

SECOND OF A SERIES OF ARTICLES WRITTEN ESPECIALLY FOR THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW

The manufacturer of a new product is naturally desirous of placing it in the hands of the largest possible number of people in the shortest possible time at the least possible expense. In his eagerness to accomplish this happy result he is likely to make a few mistakes. The fact that these same mistakes have been made by scores of other manufacturers does not deter him from going ahead and making them at his own expense. Personal experience seems to be the only kind from which we ever learn anything.

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If he already has a well distributed old product on the market, the first thing which occurs to the average manufacturer is to insert in its package a circular descriptive of his new product. This is a good thing to do, but it is not especially productive. If his new goods are unique, and meet a public need which has not been met adequately before, his circular will probably work up considerable business; if they are competitive, if they are merely one more tooth paste or hair tonic, he will have considerable difficulty in tracing any tangible results.

Here is a case in point. The manufacturer of a well known, long established and heavily sold toilet requisite packed with it an expensively printed and very attractive circular describing a new product, and expected the prestige and high quality of the old goods to create a satisfactory volume of business for the new. He did not spare expense: he put more money into that circular than the average manufacturer spends per year for all his advertising. It was almost a complete failure. It produced no results worth mentioning.

#### MANY CIRCULARS ARE IGNORED OR DISCARDED.

The answer seems to be that most people, when they open a package of goods with the uses of which they are thoroughly familiar, throw away unread any circulars they find inside. If they do read, they don't respond, which is just as hard on the man who pays the bills.

There are three essential elements in the successful and profitable introduction of a new piece of merchandise. First, advertise it in the trade papers, so that the dealers will know what it is, what it is for, and why they should handle it. Second, merchandise it thoroughly in as much territory as may be handled efficiently. Third, advertise it well in the territory in which it is merchandised.

Trade paper advertising is the only kind which a manufacturer can profitably do in advance of the thorough distribution of his goods. Even if the circulation of the journals used is national and his distribution, actual or immediately contemplated, is but partial, trade paper space is comparatively so inexpensive that it is a "good buy." Its use influences the trade in the territory in which his immediate merchandising effort is to be expended, and at the same time familiarizes dealers everywhere with the name and merits of the goods, thus preparing the ground for future cultivation.

But when the manufacturer tackles the job of securing distribution and creating a public demand for his product, he must proceed with caution—if money is any object to

him. Too many manufacturers seem utterly undismayed by the magnificent area of our beloved country, and endeavor to cover it all in a few weeks or months. By some means or other they get their goods on a few dealers' shelves in Rockland, Maine, Wheeling, West Virginia, Tuscaloosa, Ala., Tucson, Arizona and Petaluma, Cal.—and then kid themselves into a belief that they have "national distribution."

It is impossible to cover these widely separated points by traveling men; it is impossible to establish any close intimacy with the dealers in these scattered localities; therefore the manufacturer is easily induced to undertake a national advertising campaign for the purpose of moving the goods in the sections where they are on sale, and "creating a demand" on dealers elsewhere, so that they, too, will stock the goods. If I had the money that has been wasted in that way I could buy out Henry Ford!

## How CREATING A DEMAND ACTUALLY WORKS

National distribution, men and brethren, does not mean having your goods on sale in a few scattered cities throughout the country, nor even in a few towns in each state. It means having the goods in the jobbers' hands in every jobbing center. It means having the goods on the shelves of more than 50 per cent of all the retailers (in the drug trade, specifically) in all considerable cities and towns in at least the states of heaviest population from coast to coast.

And mark this well: National distribution, even in a partial sense, cannot be secured by "creating a demand" on dealers who haven't stocked the goods. That is getting the cart before the horse with a vengeance, and it won't work.

The reasons why it won't work are plain enough. Suppose, through national advertising, you convince Mrs. Brown, Mrs. Jones and Mrs. Robinson, all of Mankato, Minn., that they would like to try your new Moonshine Soap. They go to the drug store, as you entreated them to do, and ask for it. Does the druggist apologize humbly for not having Moonshine Soap in stock, promise to get it for them at once, and dash off an order to his jobber? Not he! He would be all kinds of an unprintable ass if he did. It gives him heart failure, now, whenever he counts the different kinds of soap on his shelves.

So the druggist, being human—and a good business man to boot—says. "No, ladies, I don't carry Moonshine Soap; I have no call for it. But it is practically the same thing as the celebrated and justly popular Starlight Soap, which I have been selling to my most critical and fastidious customers for 20 years. I can recommend it to you highly." And the ladies take the Starlight Soap the druggist wraps up for them, he takes their money, and everybody is happy—except you. All you have accomplished is to sell three cakes of soap and perhaps make three lifelong customers for the competitor you are especially anxious to put a dent in.

And hereafter, when Mrs. Brown, Mrs. Jones and Mrs. Robinson see your advertising in the Perfect Ladies' Gazette, they will pass it by, or if they are beguiled into reading your fervent appeal that they go to their druggist and ask for Moonshine Soap, they won't go. They tried, once, to buy your soap, and couldn't find it!

Multiply this incident, which is in no wise exaggerated, by 1,000, by 10,000, by 100,000, and what's the answer? Disaster. Unless you have an inexhaustible barrel of money, absolute ruin.

Distribution, then, is the big problem, and real distribution calls for proper merchandising, which is another weighty proposition. The thing to remember is that you aren't really arriving anywhere with your face powder until some thousands of women are standing in front of their mirrors and dabbing their precious noses with it. Insinuating your goods into jobbers' warehouses doesn't get you anywhere. Goods neatly ranged on the druggists' shelves will never win you honorable mention in the archives of Dun and Bradstreet. The manufacturer who cackles and slaps his knee gleefully because a smooth bunch of salesmen has sold the dealer a lot of goods that are going to stick on his shelves is laying up a heap of trouble for himself.

#### POINTS ON DISTRIBUTION OF COMMODITIES

The proper distribution of a commodity means this: Placing the goods, in reasonable quantity, in the hands of dealers whose confidence and co-operation you have won, and then sending the customers in to buy the goods. The more you consider that thoroughly accurate definition, the more difficult it sounds. But it can be done, and it pays.

Let us suppose, for example, that a manufacturer in New York City has a new product to market. He shies at the Metropolitan District; it is too big, too slow to influence by sales and advertising effort, too expensive for experimental purposes. But right at hand he has a self-contained, easily covered, prosperous, thickly settled and not too expensive section—New England. The jobbers can be covered in a few days; the retailers in a few weeks. Let him possess his soul in patience, cease from worrying because he is neglecting the benighted citizens of Alabama and Idaho; let him tackle New England and clean it up.

The problem of interesting the dealer and securing his co-operation is simple enough if the goods are what they should be and that individual is assured that enough advertising will be done to move them and keep them moving. What, then, can be done in the way of advertising?

For about \$10,000 the manufacturer can insert a 100 line advertisement 50 times in the two leading Sunday newspapers in Boston, and the one leading Sunday paper in Worcester, Springfield, Providence, Hartford, New Haven, Bridgeport and Portland. These newspapers reach a total population of 5,000,000 people. They cover the centers of population thickly, and spread out through practically every village and town in New England.

Fifty 100 line advertisements will give the manufacturer a year's advertising in the Sunday papers, or more than six months' advertising on a twice a week basis, as the daily rate is lower than the Sunday rate. The same money (\$10,000) will buy him smaller space in the big Sunday papers and provide a sufficient appropriation to go out into the smaller towns.

By the time his \$10,000 is expended, the advertiser will have learned a lot of things. He will have found out whether his goods are right, and satisfy a public need. He will have found out whether his advertising is right, and can make necessary changes without spending a great

deal of money. And if his goods and prices are right, he will have sold goods enough to get his business on a solid foundation with the trade, and build up a steady, dependable demand on the part of the consumers.

Very likely he will have actually made money; if not he will see the figures creeping surely up to the right side of the ledger, and be justified in doing more advertising and branching out into new territory.

## \$10,000 Buys a Page or Two One Time Only

That's a good deal to accomplish with \$10,000; yet, in the big national mediums, \$10,000 will buy only a page or two one time. Why is it, then, that we see so many new advertisers, whom we know to be wofully shy on distribution, plunging on full page advertising in these costly publications?

Ignorance is one reason; impatience is another; vanity is another. The lure of the big magazines is powerful. Nothing seems to give the manufacturer such keen delight as to have a few of these great publications with their attractive art covers on his library table, to flick them carelessly open before his guests and say, casually, "I s'pose you've seen our ads in the magazines?" A mighty expensive vanity—it has sent many a good man on the rocks.

Understand, please, that I am not denying or seeking to minimize the advertising value of the national magazines. They have their uses; they fill a place which cannot be filled by any other advertising mediums or method. Their rates, excessive as they may seem, are reasonable when the work they do is considered. When national distribution is secured; when a business is thoroughly established and soundly financed, regular, persistent advertising in national mediums becomes almost a necessity.

But local distribution calls for local advertising. Dealers are not at all interested in the national advertising of goods they do not carry in stock, or of goods which they have been induced to stock but have no call for. But when they see the advertising of a commodity in their own local papers, they sit up and take notice. They know, from experience, what is going to happen.

The zone system, especially for the manufacturer with limited capital, is the only sane, conservative, businesslike method of introducing a new product. And if he hasn't got the money to cultivate at least a small zone thoroughly and intensively, let him hustle around and get it. Advertising a little because you only have a little money, and then waiting until you accumulate enough to advertise a little more, is a wasteful, inefficient, heartbreaking method which is never successful.

All this applies equally to the manufacturer with an established business who seeks to introduce a new member of his family of products. His work, however, will be easier, because his distributive machinery is established and functioning, and his relations with the trade organized and smoothly operating.

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## Prospective Job for Gravedigger

Doctor: "Well, how are you feeling this morning?"
Patient: "Very much better, thank you, doctor. The only thing that troubles me is my breathing."

Doctor: "U'm—yes, we must see if we can't get something to stop that."—Western Druggist.

## Identified by Perfumery

Plus: "She wears very strong perfume." Minus: "She must be a colognial dame."

# PERFUMERY, TOILET ARTICLES AND SOAP EXPOSITION

First National Event of Kind to Be Held During Convention Week in New York City, April 9 to 14 Inclusive

The first national Perfumery, Toilet Articles and Soap Exposition is to be held in New York City during the week of the annual convention of the American Manufacturers of Toilet Articles, April 9 to 14 inclusive, at the Seventy-first Regiment Armory, Park avenue and 34th street, which is within easy walking distance of the Hotel Biltmore where the meeting of the association is to be

The exposition is to be under the management of the National Exposition Co., Inc., of which Harry A. Cochrane is president; and it is an interesting coincidence that it was Mr. Cochrane who first suggested a definite plan for holding such an exposition in the perfumery and allied trades to the old Manufacturing Perfumers' Association in 1908. Since then various proposals were advanced by different interests; but it was not until the past few months

when the directors of the American Manufacturers of Toilet Articles became actively interested that the affair finally took shape.

It is planned to make the exhibit broad in its scope so that it will emphasize the importance and dignity of the perfumery and allied trades in all of their branches. To this end there will be exhibits of finished products, such as perfumes, soaps and toilet preparations as well as exhibits of basic raw materials used in their manufacture, machinery, and auxiliary products, such as bottles, containers, paper boxes, paper, etc. In a word it is planned to make the exhibit not only representative of the great American perfumery and allied industry, but also educational. For this reason it has been decided not to segregate the exhibits into classes but to diversify them.

It is especially planned that the attendance shall be worthwhile in every respect. For this reason considerable study is being given to the subject of admissions. While this problem has not been definitely settled as yet the management plans to issue certain buyers' tickets; and it is planned to charge an admission fee of 50 cents to the general public. Trade tickets will be issued in quantities at reduced prices to exhibitors. Invitations will be extended through the department stores, through drug stores and through specialty and beauty shops and promotion work will be carried our through women's clubs so as to get the cream of the general public to attend the exposition. In addition special efforts will be made to secure the attendance of manufacturers, wholesalers and buyers for department and other stores interested, from all parts of the country.

The management began taking reservations for space in the forthcoming exhibition on January 18. Among the first to sign contracts for space were Richard Hudnut, Inc., Northam Warren Corporation, Harriet Hubbard Ayer, Inc., A.P. Babcock Co., Inc., Cheramy, Inc., Trece Laboratories, Florasynth Laboratories, THE AMERICAN PERFUMER and ESSENTIAL OIL REVIEW, and several others in the immediate vicinity of New York City; and the management reports that reservations continue to be received from leading American perfumers and manufacturers of toilet articles in such numbers that the success of the exposition is a foregone con-

Harry A. Cochrane, president of the National Exposition Co., Inc., who is sponsor for the exposition, has been engaged in exposition management since 1902 when he staged the first typewriter show. He was then in partnership with Frederick Payne, now manager of a company which operates numerous industrial shows held annually, such as the Chemi-cal Show, the Merchandise Fair, etc. In 1908 Mr. Cochrane purchased Mr. Payne's interest in the National Business Show, which both had previously conducted, and ever since then has been organizing and managing numerous industrial and crafts expositions. Among them may be mentioned the National Business Efficiency Shows in New York and Chicago, the Chicago Motor Boat Show, the Gas Appliance Exposition, the International Wearing Apparel, Styles and Fabric Expositions at New York and Chicago, the Stationers' National Exposition, the National Exphibition of the Motion Picture Industry, the National Hardware Exposition and the Southern

States Exposition. The latter was held in Madison Square Garden, New York City, in 1917, and was sponsored by the Southern Commercial Congress and was properly rated as one of the most strikng and most beautiful expositions of its

kind ever held.

Mr. Cochrane is enthusiastic about the prospects of the forthcoming expo-sition. "Your industry," he said, "with its universal appeal and its vital importance to the welfare, hygiene and comfort of all people lends itself better to exposition purposes than any I have handled in my entire experience as a show manager. Artisti-cally as well as industrially, it will be one of the most attractive and in-teresting expositions that can be held."

Associated with Mr. Cochrane in the management of the forthcoming exposition is Edward D. Seldon who has been with him since the National Exposition Co. was established.

The broad scope of the proposed exposition, it is felt, will have a most beneficial effect on the industry as a whole. In the first place, it is pointed out, the exposition will drive home in a most emphatic way the fact that a diversified line of perfumes, soaps and toilet preparations of a very high grade is made in America by American manufacturers. Thus, a forward in America by American manufacturers. Thus, a forward step will be taken to again emphasize the importance of American-made perfumes and toilet articles to the American public and in this way to counteract the "magic" influence of the word *imported*. It is highly probable that an almost indelible impression will be made on the public by the concerted effort of the American manufacturers to impress upon the public the superiority of American-made products.

The armory where the exposition is to be held is to be attractively decorated in accordance with a special color scheme, and special lighting effects will be had in the even-It is planned to make the exposition highly artistic very sense of the word and the management hopes to carry this idea out in every way possible.

While the initial plans of the exposition are well formulated, there are some details which have purposely been left open so as to allow for modifications which may be

advisable to insure the complete success of the exposition.

A meeting of the board of directors of the American Manufacturers of Toilet Articles will be held January 26 when it is expected that the association will officially endorse the exposition and collaborate with the management in making not only the exposition but also the convention the biggest ever held.



HARRY A. COCHRANE, PRESIDENT OF EXPOSITION COMPANY

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# ACTIVITIES OF ASSOCIATIONS, SOCIETIES AND CLUBS

#### NEW YORK DRUG TRADE SECTION

A spirit of optimism was dominant at the thirty-third annual meeting and dinner of the Drug and Chemical Section, New York Board of Trade and Transportation, held in the Drug and Chemical Club, January 3. The election resulted as follows:

Chairman, Edward Plaut, of Lehn & Fink; Vice-Chairman, Charles L. Huisking, Charles L. Huisking, Inc.; Treasurer, William A. Hamann, of Roessler & Hasslacher Chemical Co.; Secretary, William F. McConnell; Executive Committee, Clement C. Speiden, of Innis, Speiden & Co., Theodore W. Day, of C. S. Littell & Co., Edward Zink, of Eli Lilly & Co., Carroll Dunham Smith, of Carroll Dunham Smith Pharmacal Company and A. Bakst, of Bakst Bros.: To represent the Drug and Chemical Section as a Director of the New York Board of Trade and Transportation, Frank C. Starr of Sharp & Dohme.

There was a steady increase in the essential oil industry during the year just passed, F. E. Watermeyer of Fritzsche Bros., Inc., chairman of the Committee on Essential Oils, reported. This was due, he explained, to the fact that goods were freely offered from sources of production throughout the world at favorable prices. Imports were conducted on a larger scale because prices in many instances were reduced to former normal levels which caused a tendency to stimulate buying throughout the United States.

Irving McKesson reported for the Committee on Tares that it expects to have the revised edition of "Tares" ready

for publication in the near future.

The report of Howell Foster, chairman of the Committee of Jobbing Druggists, was taken up for the most part with prohibition. The wholesalers have been compelled to recognize the sale of wines and liquors for medicinal use as an important feature of their business. He regretted the cancellation of the permits of a large number of retail druggists because they could not tell cleverly forged and genuine liquor prescriptions apart.

S. B. Penick, chairman of the Committee of Importers of Drugs and Chemicals, reported that the tariff has affected very little the crude drug line.

J. L. Hopkins, J. L. Hopkins & Co., past chairman of the section, who is ill, missed the annual meeting for the first time in many years.

#### NEW YORK ALLIES WILL DINE

A regular monthly meeting of the Perfumery, Soap and Allied Industries of New York will be held at Murray's Roman Garden, 228 West 42nd street, Friday, January 26, at 6:45 P. M. sharp. An excellent table d'hote dinner will be served during the course of which the entire new revue now being put on at Murray's will be produced. This consists of singing and dancing numbers that are said to be very good.

This style of meeting is in harmony with the new plan of the club, as it is recognized that the principal object of local organizations of this kind is to stimulate and maintain pleasant personal relations among those affiliated with the different branches of the industry in New York and vicinity. Perfumery, Soap and Allied Industries of New York held

Perfumery, Soap and Allied Industries of New York held a holiday get-together at the Knickerbocker Grill on the evening of December 28. Professional entertainment was provided, after which Frank K. Woodworth, business manager of the American Manufacturers of Toilet Articles, spoke for ten minutes on standardization of perfumery raw materials. Mr. Woodworth is a strong advocate of standardization, but F. J. M. Miles, Louis Spencer Levy and R. B. Stoddard, as well as William H. Green, who were called upon to speak in the discussion, while admitting the advantages that might accrue from standardization, pointed out that it is practically physically impossible to frame any workable standardization for perfumery raw materials. Dr. I. V. Stanley Stanislaus also spoke. The meeting was attended by about 25 and an enjoyable time was had by all.

## DR. FRANKLIN HEADS CHEMICAL SOCIETY

Dr. Edward C. Franklin, professor of organic chemistry of Leland Stanford Junior University, has been elected president of the American Chemical Society, succeeding Dr. Edgar F. Smith, of the University of Pennsylvania, Dr. Franklin was born at Geary City, Kan., in 1862, was graduated from the University of Kansas in 1888, and has had a varied and important career.

Dr. Wilder D. Bancroft, of Cornell University, was reclected a director of the society, and William Hoskins, consulting chemist, of Chicago, was made a new director of the society. The following councilors-at-large for the period from 1923 to 1925 also were elected: Roger Adams, University of Illinois; G. N. Lewis, University of California; Dr. Ralph H. McKee, Columbia University, and Dr. William McPherson, the Ohio State University.

The Spring meeting of the society will be held at New Haven, April 2-7.

## Howard Again Heads Chemical Engineers

American Institute of Chemical Engineers, at its fifteenth annual meeting, held in December at Richmond, Va., reelected Henry Howard, of Cleveland, Ohio, president for 1923, and the other officers were returned to office without contest as follows: First vice-president, A. W. Smith; second vice-president, H. K. Moore; third vice-president, H. S. Miner; secretary, J. C. Olsen; treasurer, F. W. Frerichs; auditor, C. F. McKenna. Prof. Edward Bartow of Iowa, Prof. R. H. McKee of Columbia and J. V. N. Dorr of New York City were elected to the council for three years.

#### Officers Elected by Container Club

Container Club, at its recent fourth annual meeting in New York, elected these officers: President, John L. Barchard, of the Hummel & Downing Co.; vice-president, Sidney Frohman, of Hinde & Dauch Paper Co.; W. H. Richardson, of the Richardson Co.; C. A. Agar, of Agar Mfg. Corp., and W. S. Goodwillie, of Atlas Box Co.

George W. Gair, of the Robert Gair Company, New York, was among the members present.

The headquarters of the Container Club is at 608 South Dearborn street, Chicago, Illinois.

## Salesmen Begin Lecture Course

The New York Chapter of the Salesmen's Association of the American Chemical Industry began its series of weekly lectures at the College of the City of New York, on the evening of January 5 when 46 students out of an enrollment of 53, heard the first lecture by Professor F. E. Breithut on "How the Chemist Works." The lectures will continue until March 16.

## N. W. D. A. to Meet in Cleveland

Cleveland, Ohio, has been selected as the place for holding the forty-ninth annual meeting of the National Wholesale Druggists' Association. The dates have been fixed to embrace Oct. 8, 9, 10 and 11, 1923.

#### The Kodfish and the Hen

The Kodfish lays a million eggs, the helpful hen but one: But the Kodfish doesn't cackle, to tell us what she's done. So we scorn the modest Kodfish, and the boastful Hen we prize

Which only goes, my friends, to show IT PAYS TO ADVERTISE.

—From the Jersey Kiwanian.

## Hairdressers Are Artists in France

France's Minister of Public Instruction has decided that hairdressers are "artists" and may be decorated with Palms of the Academy.

# GENERAL WASHINGTON NEWS AND CONGRESS OUTLOOK

Plans and Progress of Tariff Commission Outlined-Work of the Bureau of Raw Materials for Soaps-No New Revenue Legislation Just Now-Germans Fight Tariff Ban

WASHINGTON, D. C., January 18,-After four months of preliminary work the Tariff Commission is about ready to make its first announcement of hearings on applications for changes in duties under the flexible provisions of the new Fordney-McCumber act.

The first cases to be made public, it is understood, will affect items in the chemical schedule of the tariff law. The paragraphs affected, however, will not include any of those of vital interest to the perfumery and allied industries. Out of approximately 100 applications which have been filed for changes in duties about 20 relate to schedule No. 1 which applies to chemicals, oils and paints. While no announcements have been made of the exact nature of these applications it is learned that none of them relates to materials used in perfumery, toilet preparations, or soaps, with the exception of one application for an increase in the duty on cottonseed oil. It is the understanding that the first announcements relative to hearings will not include either this cottonseed oil case or affect the other vegetable

oils in which the soap industry is interested.

As yet the Bureau of Raw Materials for American Vegetable Oils and Fats Industries has not filed any applications for reductions in duties on the vegetable oils in which it is interested. This bureau in the near future expects to file an application for a reduction in the duty on linseed oil and later on will present similar applications relating to other oils. Considerable time is required to gather new data in support of applications of this nature gather new data in support of applications of this nature because the commission is not disposed to order an investigation merely on a showing which may have been made during the consideration of tariff legislation, but desires fresh information showing the actual effect of the operation of the new tariff law. Necessarily, some months must elapse before this data is available. Up to the present time only the figures on imports for the first month following the enactment of the tariff law in September have been made public. made public.

While the number of applications of all kinds filed with the commission totals about 100, only about 60 of them are of a character to which serious consideration can be given by the commission. These are divided about equally between requests for increases in duties and decreases.

The commission is anxious to avoid giving the impres-sion that it intends to devote itself principally to providing increases in rates as might be desired by the extreme proincreases in rates as might be desired by the extreme protectionists. Although Thomas O. Marvin, chairman of the commission, and William Burgess, the two Harding appointees, are avowed protectionists, they profess their desire to deal fairly with all questions raised with a view to adjusting rates on a basis of the difference in costs of reduction beat said character as a received in the flowible are received. production here and abroad as provided in the flexible pro-

visions of the tariff law.

Among the chemicals which may be included in the early cases to be set for hearing are oxalic acid and formic acid.

#### Plans of Bureau of Raw Soap Materials

In applying for a reduction in the duty on linseed oil the Bureau of Raw Materials for American Vegetable Oils and Fats Industries will ask that a reduction of 50 per cent be made, which is the maximum possible under the law. The new law imposes a duty of 3.3 cents per pound aw. The new law imposes a duty of 3.3 cents per pound on linseed oil, which is a considerable increase over the duty of the Underwood act of ten cents per gallon of seven and one-half pounds. The present duty is equivalent to about twenty-five cents per gallon. The Payne-Aldrich law provided a duty of fifteen cents per gallon.

The industries importing linseed oil feel that the duty constitute an account of the control of

constitutes an especially flagrant case and intend to seek early action toward a reduction. Elaborate data is being prepared giving the effects of the tariff on prices and similar

tariff activities has presented a protest to the Department of Commerce and the State Department against the levying of prohibitive tariff duties by the Cuban government against American oleaginous materials. The bureau has investi-gated the new customs proposals of the Cuban government and found that prohibitive rates of duty were contemplated affecting the American vegetable oil concerns exporting soap, lard substitutes and vegetable oils to that country.

Congressional Curb on Tariff Board

That Congress does not intend that the Tariff Commission shall go too far in its revision of duties prescribed by law is apparent. Such an inference may be drawn from the action of Congress on requests of the commission for appropriations adequate to carry out the new duties imposed under the Tariff Act of 1922. The commission asked for an appropriation for the fiscal year 1924 of \$1,000.000 which it was stated was a minimum on which the work could be done. The Budget Bureau cut this down to \$700,-000 and the annual appropriation bill as reported from the House Appropriations Committee and as pending before Congress provides for this sum. Besides this amount the commission asked for a supplemental appropriation for the balance of the current fiscal year. The House Appropriations Committee granted only \$150,000 for this purpose although the Budget Bureau had recommended \$250,000. The deficiency bill appropriating \$150,000 has been passed by both Houses and this money will soon be available. Members of the commission declare it is inadequate to meet all the needs.

Statements made by members of the House Appropriations Committee during the hearing made it plain that Congress intended to keep the appropriations down to the lowest possible amount in order that the commission should lowest possible amount in order that the commission should confine its attention chiefly to matters brought before it through formal applications, and that it should not start out on its own initiative in a general revision of the tariff law. It is no secret that if the commission attempts anything too extensive Congress, which is jealous of the prerogative of fixing duties, will take steps to clip its wings. Chairman Marvin in testimony before a subcommittee of the House Appropriation Committee described the work.

the House Appropriations Committee described the work of the commission, emphasized especially the importance of the investigations proposed in connection with the chemical

schedule.

"Already a number of requests under the chemical schedule have been received," said Mr. Marvin. "I think eighteen altogether, the largest number of all of the schedules. If we conduct investigations abroad into the costs of manufactures of chemicals and dyestuffs in Germany and other competing countries, it is evident that a staff of eight men will not be sufficient. I think, perhaps, more than in any other schedule, Congress relied upon the experts of the Tariff Commission for suggestions and advice and recommendations in regard to the phraseology and classifications of the chemical schedule.

## Branch Office Opened in New York

The commission has opened a branch office in the New York Custom house in charge of Frederick L. Koch. While the New York office may be of some assistance to those desiring information, yet it is intended primarily for the convenience of the commission. Those desiring to file applications or transact most matters of business with the commission must go to Washington. The purpose of the New York office is to facilitate investigations which must be made at New York, such as studies of imports, sales prices of imports, invoice prices, etc. By having this office it will be unnecessary to send representatives of the commission to New York as frequently as in the past.

## Essential Oil Expert Is Being Sought

While the commission has employed a number of new experts, the staff is not as yet complete. No selections have been made for the new offices of chief economist and chief

The Bureau of Raw Materials in connection with its

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investigator. C. R. DeLong is in charge of the chemical division, having been transferred from the chemical division of the Bureau of Foreign and Domestic Commerce. Members of the commission have been making visits to universities in a search for experts for the commodity divisions. An expert in essential oils to be attached to the chemical section is one of those for whom a search is being made,

#### No Revenue or Tariff Bills This Session

No important tariff legislation will be attempted at the present session of Congress. The House Ways and Means Committee has adopted a resolution declaring it to be the sense of the committee that no bills affecting the revenue shall be reported at this session except those of purely an emergency nature and of direct assistance to the Treasury in administration of the fiscal affairs of the government.

#### German Interests to Test Tariff Ban

The provision of the new tariff law which prohibits the importation of merchandise without the consent of American corporations which own patents or trade marks covering them is certain to be tested in the courts. It is the understanding that a test case will be made by German interests which are planning to invite seizure of certain chemical preparations used in photography in order to obtain a ruling from the courts. A precedent which is quoted is a case involving the Java Perfume Company. The German interests contend that the trade marks taken over by the Alien Property Custodian and sold to the Chemical Foundation cannot be sold in such a way as to bar products made under the grants and licenses in Germany from coming into the United States.

Legislation affecting the disposal of alien property is under consideration by the House Committee on Interstate and Foreign Commerce and by the Senate Committee on Judiciary. Thomas W. Miller, Alien Property Custodian, and other witnesses have been heard in connection with the administration bill which provides for the return to their former owners of property valued at less than \$10,000 and also provides for the return of \$10,000 worth of property when the total value of a trust exceeds that amount.

The situation affecting alien property has so many ramifications that it is regarded as doubtful if any legislation at all will be passed at the present session. The House committee expects to report a bill and the measure may be passed by the House, but the subject is of such a controversial nature that the Congress leaders do not have much hope of its enactment into law.

#### AMERICAN VALUATION SIMPLIFYING THE VEXATIOUS

The difficult and vexing problem confronting importers of synthetic aromatic chemical products in the matter of calculating import duties under paragraph 28 of the Tariff Act of 1922 has been clarified to some extent through a recent Treasury decision which is designed to simplify the working out of American valuation and expedite the machinery of the law as much as possible.

According to an importer who has made a close study of the points involved, paragraph 28 provides plainly for two different groups of coal tar product: (A) Those which are similar competitive articles manufactured and produced in the United States; (B) those which are not similar competitive articles manufactured and produced in the United

Group A includes all those articles which are of the same quality as those made in the United States and used for the same purpose. For example, benzoic acid B, P, or D, A, B, V, saccharine B, P, or D, A, B, V, The B, P, benzoic acid contains a certain quality which makes it a little bit different than the domestic quality of the U, S, P, article and if this little difference enables the benzoic acid B. to be used for an entirely different consumption than the P. can be used for, then this benzoic acid B. P. does not fall under this group, but this will have to be proved to the appraiser.

Group A pays a duty of 60 per cent ad valorem on the American selling price under the provisions of Title IV, section 402 sub-division F, plus 7 cents a pound. The 60 per cent is plainly according to this section 60 per cent of the American selling price fixed by the American manufacturer and without any deductions whatsoever. If the price of benzoic acid, for example, is 70 cents, then the duty will be 42 cents plus 7 cents, or a total of 49 cents

per pound.
Group B includes all those products which are not manufactured here such as antipyrene. This group also includes all those articles which can be proved of a different quality than those made here and used for a different purpose than those similar products made here. All of the special prepations which are newly invented abroad and have not been

made here up to this time are included in this group.

By reverting to Title IV, Section 402, Sub-section D, it is found that the United States value of imported merchandise shall be the price at which such or similar imported merchandise is freely offered for sale, packed ready for delivery in the principal market of the United States to all purchasers at the time of exportation of the imported merchandise in the usual wholesale quantities and in the ordinary course of trade with allowance made for duty, cost of transportation and insurance and other necessary expenses from the place of shipment to the place of delivery, a commission not exceeding 6 per centum if any has been paid or contracted to be paid on goods obtained otherwise than by purchase or profits not to exceed 8 per cent and a reasonable allowance for general expenses not to exceed 8 per cent on purchased goods,

Under the above interpretation the duty on antipyrene would be assessed on the selling price of the American manufacturer without deduction therefrom. We will say this product is selling for \$2.10 a pound. The duty would be computed as follows: Divide 210 by 108; quotient 1.944, which deducted from \$2.10 leaves 16 cents for profit. Divide \$1.94 by 108 leaving 14 cents for general expenses; deduct 14 cents and assume 3 cents for other expenses. This leaves an amount of \$1.77 from which the duty of 7 cents a pound is deducted leaving \$1.70. Divide \$1.70 by 160 leaving \$1.06 as the dutiable value. Sixty per cent of \$1.06 is 63.6 cents plus 7 cents per pound makes it a

total of 70.6 cents duty.

John Donnelly, Special Deputy Appraiser of the Port, who has been conducting a series of consultations with importers and manufacturers to co-operate with the appraisers in their work of classifying dyestuffs and synthetic products and is administering the dye sections of the tariff law, told a representative of The American Perfumer & Essential Oil Review that the approval of the Treasury Department has been procured so that in the case of a product which is imported under American valuation the allowances of 8 per cent for profits and 8 per cent for general expenses may be lumped to 16 per cent in order to expedite the workings of the law. The American valuation of the product, he explained, was dependent upon the price ruling in the United States on the date of exportation. Specific information as to what rate of duty will be levied cannot be given out until the product offered for import, is an importation in fact, as prices in this country are constantly changing. However, when the importation is a fact, the importer has the privilege of interviewing the appraisers and obtaining such information as is available

appraisers and obtaining such information at the time it is offered for entry.

Problems having to do with dye and synthetic chemical importations are for the first time in the history of the country being submitted to consumers and importers for elucidation before being definitely passed on. A committee of textile consuming interests was appointed by Mr. Donnelly for the purpose of passing on the competitiveness of dyes. This was because of the virtual impossibility of securing a comprehensive statement from the manufacturers as a great range of price is frequently quoted on the In explaining same product by different classes of makers. the difficulties of the situation, Mr. Donnelly used dyes as an example in point, producing a list of 480 products compiled by the War Trade Board made here and not competitive. There are 3,000 dye products made in Germany, he pointed out, and he said out of this number it is possible that 2,000 may compete in some particular with a similar product made here. The synthetic aromatic products are in an analogous position, only on a smaller scale.

# CRUSADE FOR INDUSTRIAL ALCOHOL REFORM SLOWS UP

Survey Shows Little Hope of Early Relief for Legitimate Manufacturers—No Legislation Needed to Divorce Honest Industry from Police Work, But Nothing Is Done

Washington, D. C. January 18.—Ultimate separation of the supervision of industrial alcohol for legitimate purposes from the policing functions of the prohibition unit is expected as a result of the movement which seems to be constantly gaining strength for the appointment of a deputy commissioner of internal revenue in charge of industrial alcohol. There seems, however, no prospect that action along this line will be taken in the immediate future by Commissioner of Internal Revenue D. H. Blair, to whom during the last two months the proposal has been presented by the National Wholesale Druggists Association, the National Association of Retail Druggists, the National Drug Trade Conference and other organizations.

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Mr. Blair has made no statement which would indicate his views on the proposal. As the situation stands he is expected to take no action one way or the other for the present. It is the understanding that Prohibition Commissioner R. A. Haynes is opposed to the divorcement of the supervision of industrial alcohol from his jurisdiction. Mr. Haynes's influence probably will be sufficient temporarily to prevent any such reorganization. With pressure from the trade organizations for some action which will make conditions less onerous to legitimate users of alcohol constantly increasing there is a widespread belief that eventually the movement will prove successful.

movement will prove successful.

There are no legislative difficulties in the way of carrying out the plan for the appointment of a deputy commissioner of internal revenue to take charge of industrial alcohol. The present organization for the enforcement of the prohibition law was built up by regulations issued by the Commissioner of Internal Revenue, who is the only official mentioned in the enforcement act. The office of Prohibition Commissioner was not authorized specifically by law, but was created by the Commissioner of Internal Revenue and such power as is vested in the Prohibition Commissioner is delegated to him by the Commissioner of Internal Revenue. So Commissioner Blair would have full authority to make a change in the system to the extent of separating the supervision of industrial alcohol entirely from the office of the Prohibition Commissioner, under whose authority is the present industrial alcohol and chemical division of the prohibition unit.

While Commissioner Blair would have authority to reorganize the divisions under him, it is recognized that he would not take action of such a far-reaching nature without the approval of President Harding and Secretary of the Treasury Mellon. Consequently, before any action may be expected the situation must develop to the point where the President and Secretary of the Treasury regard a separation of the functions of the prohibition unit as imperative.

The situation is complicated in various ways. The fact that Commissioner Blair has had occasion to overrule actions of Commissioner Haynes applying to users of industrial alcohol, as was done recently in the case of the bond regulations, has served to call attention within the Administration to the dissatisfaction existing with the present system. The very fact that his actions have been overruled, however, places Mr. Haynes in a position to complain to the President that he has lacked complete support from the Commissioner of Internal Revenue. Just at present it is recognized that the Prohibition Commissioner is on trial and President Harding presumably will give him every opportunity to make good. If the enforcement situation does not prove more satisfactory it is regarded as certain that some sort of sweeping reorganization will take place.

## Harding's Expert Suggests Dry Unit Changes

It is possible that the reorganization may be delayed until the proposed legislation for a reorganization of government departments reaches Congress. The question of the administration of the prohibition enforcement law has received consideration by Walter F. Brown, who is the personal representative of President Harding and the chairman of the Joint Congressional Commission which was appointed soon after the present Administration took office. Mr. Brown, who is not a member of Congress, has prepared an elaborate report including recommendations for a regrouping of government agencies in such a way as to promote efficiency, but because of controversies existing among Cabinet members no real progress has been made as yet toward the enactment of legislation. The Congressional members of the commission of which Mr. Brown is chairman have given some consideration to his report and the Administration hopes that legislation can be enacted at next winter's session of Congress. There is no prospect of making any progress at the present session, which ends on March 4.

Mr. Brown in his report gives recognition to the fact that three wholly different activities are embraced within the problem of prohibition enforcement. These are (1) enforcement, (2) permissive, and (3) revenue.

Mr. Brown suggests the removing of the enforcement activities from the Treasury Department and placing them in the hands of the Department of Justice. He recommends that the government acquire by purchase all spirits and wines and dispense them through the Public Health Service which under the proposed plan would be transferred from the Treasury Department to a new department of Education and Welfare. He holds that no ethical objection can be urged against the government engaging in the medicinal and non-beverage traffic in alcohol for the purpose of preventing the traffic in beverage alcohol. Under this plan no revenue would be collected from the traffic but the legitimate profit arising would continue to pay the expense of prohibition enforcement.

Mr. Brown made recommendations along this line to the President notwithstanding the fact that Prohibition Commissioner Haynes presented for his consideration a proposal for the creation of an independent prohibition bureau separate from the Bureau of Internal Revenue. Under the Haynes plan, presumably, supervision of industrial alcohol would be even more closely identified with the policing functions than at present inasmuch as there would be no appeal from decisions of the Prohibition Commissioner to the Commissioner of Internal Revenue.

It seems entirely possible that Congress when it reaches the general reorganization bill affecting all government departments will deal to some extent with the situation. Therefore the present agitation by the trade organizations is expected to have an important influence in connection with the determination of a permanent plan.

the determination of a permanent plan.

Legitimate users of alcohol in putting forth their views take the position that it is not possible to find a man broad enough to deal with the administration of the separate functions under the different titles of the prohibition enforcement act. That Congress intended that there should be a separation is contended from the fact that a separate title of the act deals with the encouragement of the use of industrial alcohol for legitimate purposes.

alcohol for legitimate purposes.

The Prohibition Unit, it is understood, is receiving frequent complaints from manufacturers throughout the country of their inability to get prompt action in relatively small matters in connection with permits. There is now in progress a checking up of manufacturers of industrial alcohol and in this work it is reported that the field investigators in many cases are carrying with them the entire file of correspondence relating to particular manufacturers. When these manufacturers make application at Washington for a permit action is held up because of the absence of necessary documents which are in the hands of the field investigators. The whole tendency of the Prohibition Unit. it is con-

The whole tendency of the Prohibition Unit. it is contended, is to concentrate on law violations and in so doing to tighten up on regulations applying to legitimate users.

to tighten up on regulations applying to legitimate users. No legislation of importance in connection with prohibition is expected at the present session of Congress. One bill which is pending before the House Judiciary Committee is that of Representative Upshaw of Georgia providing that the purchaser as well as the seller of intoxicating liquor for

beverage purposes shall be guilty of the same offense. It is understood that the Anti-Saloon League has an amendment to this bill to provide that witnesses who testify for the government in these cases shall receive immunity. This bill and others amending the enforcement act are likely to slumber until the next session of Congress. No action is contemplated at this session on the various proposals for the transfer of the prosecution of violators of the prohibition law from the Bureau of Internal Revenue to the Department of Justice.

#### Haynes Explains Appleby's Broadcast

W. L. Crounse, Washington representative of the American Manufacturers of Toilet Articles, has received a reply from Commissioner Haynes to his letter protesting against a recent statement of Division Chief John D. Appleby of New York to the effect that 95 per cent of all denatured alcohol released in New York City for the manufacture of toilet articles is being diverted to the manufacture of Iquor. The letter from Mr. Crounse to Mr. Haynes was published in the December issue of The American Perfumer. In his reply Mr. Haynes expresses the belief that Mr. Appleby was misquoted as to exact figures. Mr. Haynes says it is obvious that the substantial portion of the approximately three million gallons of denatured alcohol released for the fiscal year ended June 30, 1922, was legitimately used.

The letter of Mr. Haynes to Mr. Crounse follows:

The letter of Mr. Haynes to Mr. Crounse follows: "Permit me to acknowledge your letter of December 18, 1922, in which you call my attention to a recent reported statement of Division Chief John D. Appleby of New York, to the effect that 95 per cent of all denatured alcohol, released in New York City for the manufacture of toilet articles each month, is being diverted to the illegal manufacture of liquor. The same article, I believe, also carried the statement that five hundred thousand gallons of denatured alcohol are re-

leased each month in New York City.

"The only authentic figures which we have in compiled form are those from the Annual Report of the Commissioner of Internal Revenue for the fiscal year ended June 30, 1922. In that report you will find that the total specially denatured alcohol released on formulas 39-A, 39-B, and 40 was 3,078,608 gallons in the entire United States. These three formulas are widely used in the toilet goods trades and have been authorized for liniments, lotions, toilet waters, high grade perfumes and similar products. The department is aware of the fact that the leading toilet article manufacturers of the United States, who formerly used large quantities of pure alcohol are now using these various specially denatured formulas. For that reason it is obvious that the substantial portion of the approximately three million gallons withdrawn last year was legitimately used.

withdrawn last year was legitimately used.

"We are all aware of the fact that there has been some diversion of these particular formulas and that some trouble has been experienced in New York City with permittees who have operated in an unlawful manner. The department believes, however, that the use of these formulas by the large manufacturers of toilet articles has had a most beneficial effect in the trade and further feels that their success is due in a large measure to the hearty co-operation which these trades have extended to the department in its efforts

to handle the industrial alcohol problm.

"I believe that Mr. Appleby was misquoted as to the exact figures or might have expressed himself as to the operations of a very restricted class of permittees. I feel sure that he had no intention or thought of reflecting in any manner on the legitimate trade in toilet articles. I would be very glad if you would convey to the Association of American Manufacturers of Toilet Articles the department's views and assure them that the department regrets the erroneous impressions that may be caused by the fragmentary statements appearing in the press to which you call attention."

#### Only Bottled in Bond for Medicinal Use

T. D. 3418, issued recently, provides that on and after April 1, 1923, only bottled in bond spirits may be withdrawn for medicinal use. The Treasury decision reads:

"In the interest of public health, and to prevent the use of

"In the interest of public health, and to prevent the use of impure, harmful and poisonous liquors, the withdrawal, for medicinal purposes, from distillery warehouses, general bonded warehouses, special bonded warehouses, concentration warehouses, or other warehouses in which untaxpaid

spirits are held, of only such spirits, not including alcohol, as are bottled in bond will be permitted on and after April 1, 1923, and special permits may be given to the owners of spirits in customs bond and in free warehouses to bottle such spirits under the supervision of the Commissioner of Internal Revenue and upon the owners giving sufficient bond against the unlawful diversion of such spirits while in transformation."

#### Industrial Alcohol Rumors Denied

A conference of officials of the Prohibition Unit this week was followed by newspaper reports that drastic curtailment of withdrawals of industrial alcohol had been decided upon,

Dr. J. M. Doran, chief of the industrial alcohol and chemical division of the Prohibition Unit, who was in attendance at the conference, denied, however, that any change in policy was contemplated or that there have been any important revocations of permits. The newspaper reports were that the revocation of the permit of "one of the largest alcohol producing plants in the country" had been ordered. It was stated that New York agents recently made two

It was stated that New York agents recently made two sizable seizures of redistilled alcohol. This report presumably was the basis for statements that the prohibition officials were going after offenders with renewed activity.

#### FALSE TEETH NOT TOILET ARTICLES

False teeth are not "toilet articles." The Appellate Term of the Supreme Court of New York State has so ruled. And false teeth are not "jewelry" or "scientific apparatus."

The decision of the court in which classification of false teeth under any of these heads is denied was written by Justice Delehanty in reversing an order of the City Court in an action brought against an insurance company by one of its customers who, having taken out a policy protecting him in \$2,000 against direct loss of personal effects, including toilet articles, jewelry and scientific apparatus, was robbed of his false teeth while traveling in Europe from Prague to Warsaw. These teeth were valued at \$750 by the insured and he sought to recover that amount from the insurance company on the ground that it was the intention of the policy to insure him against the loss of any article used by him personally. That he used his false teeth personally the company did not deny, and the trial Justice construed the policy to cover them within one of the categories named. But on the appeal Justice Delehanty says:

"I am of the opinion, however, that construing the words in their ordinary and accepted meaning . . . the words 'toilet articles' cannot be construed to include false teeth any more than a false ear could be deemed a toilet article.

"So, too, the words 'scientific apparatus' in the ordinary meaning of these words cannot be deemed to include false teeth, even though they might be deemed a product of scien-

tific apparatus.

"Furthermore, the word 'jewelry' indicates gems or ornaments used for personal adornment, and in the ordinary and usual meaning the word cannot be construed as including false teeth any more than false hair or a false eye could be deemed to be jewelry, even though they might improve the appearance of the person."

## WOOD ALCOHOL BECOMES METHANOL

National Wood Chemical Association, following the suggestion of the American Chemical Society, has taken steps to change the trade designation of wood alcohol to methanol. Methanol has been employed for some time by some large manufacturers, by the Forest Products Laboratory, the United States Tariff Commission and others. The Board of Governors of the National Wood Chemical Association has requested the railroad companies to make such changes as are necessary in tariffs and classifications to apply the same rates to crude or refined methanol as are now published for wood alcohol.

## American Toilet Articles in Australasia

Chemist & Druggist and Pharmacist of Australasia, in describing the recent holiday trade, tells of offerings of Colgate's products and the Cutex specialties.

# THE LOST CHORD IN BERGAMOT OIL

By J. D. Mendes, New York

The perfumer who uses ordinary bergamot oil does not know the full beauty and richness of the remarkably subtle perfume that is hidden away beneath a concealing mask of terpenes and other undesirables. There is a rare treat in store for the perfumer when he inhales for the first time the rich and delicate aroma of real bergamot absolute, with its wealth of fragrant harmonies and undertones. These, indeed, are only revealed by the removal of every trace of terpenes, sesquiterpenes and more or less oxydized fatty acids which accompany "every day" bergamot oil in large excess.

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Odors are difficult to describe. We can only succeed in doing so by means of a comparison, or better, a series of comparisons. The minor notes of the full bergamot perfume, when brought out by the removal of discordant impurities, remind us of the blended fragrance of young grape vines in the budding stage and a faint suggestion of lily of the valley. The detection and identification of these fine points are only clear to one who possesses the unusually senpoints are only clear to one who possesses the initiality sensitive and analytically trained olfactory sense of an experienced perfumer. The predominating odor note is, of course, linalyl acetate, but it is natural linalyl acetate. However, even natural linalyl acetate does not present the complete aroma of bergamot any more than vanillin is identical with the entire flavor of Mexican vanilla The minute traces of aromatic constituents accompanying the main odor bearer of bergamot oil have not been thoroughly studied by chemists up to the present time and their chemical nature is, therefore, not fully known. The linalyl acetate is well recognized and forms the percentage basis on which the oil is valued commercially. The small but important details of the odor complex are entirely veiled, in ordinary bergamot oil, by the presence of approximately 57 per cent, of terpenes and about 6 per cent. of a mixture of sesquiterpenes, waxy substances, chlorophyll and unsaturated fatty acids, the latter being particularly undesirable, as they are subject to the formation of malodoreus oxidation products.

The terpenes by themselves, have a decidedly varnish-like odor, reminding one somewhat of turpentine, but not as strong. The non-volatile fraction of the oil has a faint peppery odor which would not be unpleasant, were it not for the fact that it is accompanied by a by-odor of a slightly rancid fatty nature.

There are many brands of terpeneless bergamot oil available, both imported and of domestic manufacture, from which a very careful selection should be made. Many so-called terpeneless bergamot oils are merely more or less concentrated oils from which the terpenes have been partially removed to a greater or less degree. Such partly concentrated oils usually contain not only the original green color (chlorophyll), proportionately concentrated, but retain the entire non-volatile fraction of the oil. Quasi-terpencless oils of this character may be tested for non-volatile matter by placing a drop or two on smooth white paper, whereupon, after the complete evaporation of the terpenes and odorous constituents, a permanent greasy stain remains. Terpeneless bergamot oils that are "water white" or nearly so, may be safely considered free from non-volatile matter as the fixed residue and chlorophyll are not easy to separate. A form of adulteration may exist in these colorless oils which is far more difficult to detect by chemical means; that is the adulteration with artificial linally acetate made from oil of bois de rose femelle or from Mexican linaloe oil. Here the perfumer must rely on his chief organ of defense and depend on olfactory analysis, where chemistry fails. A completely terpeneless bergamot oil which is also free from non-volatile waxy matter, should be entirely soluble in two volumes of 70 per cent. alcohol.

The extreme delicacy and sensitiveness to heat and chemicals of the bergamot odor bearers, render the preparation of fine quality terpeneless bergamot, a matter of con-

siderable difficulty. It must be accomplished quickly and gently, without prolonged exposure to extremes of temperature or chemical reagents, and with the exercise of painstaking chemical resourcefulness and mechanical ingenuity.

It is the scope of this discussion to mention the advantages and benefits accompanying the use of terpeneless bergamot, rather than to detail the disadvantages of bergamot Au Naturel, but the subject would not be complete without a word or two regarding the possible ill results, frequently attending the use of ordinary bergamot oil in perfume mixtures intended for toilet powders, creams and cosmetics generally, as well as for perfume extracts and toilet waters. The troubles attending the employment of essential oils of high terpene content can be attributed largely to the chemical peculiarities of the terpenes themselves.

The terpenes have the unique property of absorbing oxygen from the air with condensation and conversion of same into ozone, with which they themselves combine, forming unstable ozonides. These are in turn reduced by contact with any oxidizable materials, notably the unsaturated fatty acids mentioned above, which are not only present in bergamot oil but in all other citrus oils as well. Such transference of oxygen does not always result in the formation of malodorous compounds. It may in some cases result in the fading out of one or more important odor constituents, as for instance the oxidation of certain aldehydes such as citral, cinnamic aldehyde, benzaldehyde and phenylacetic aldehyde to their corresponding acids of little or no odor value. The third possibility is, obviously, the conversion of one or more carefully selected odor items by oxidation, into others, not at all desired, and the presence of which may cause strange discord in the finished composition. As examples of this latter possibility we mention the conversion of certain aromatic alcohols such as geraniol, citronellol, benzyl alcohol and cinnamic alcohol into their corresponding aldehydic homologues, citral, citronellal, benzaldehyde, and cinnamic aldehyde, respectively.

These oxidations are particularly liable to occur in face powder and tale perfumes, where the oil mixtures are extended in extremely thin layers and exposed to the air over enormously increased surface. Peroxide creams constitute another extreme example, and not only terpene-containing oils but all perfume materials subject to oxidation should be rigidly excluded from their composition.

The inclusion of terpenes in extract and toilet water formulae illustrates a quite different unfavorable property of these bodies. The limited solubility of terpenes in alcohol of the strength most desirable for perfumes and toilet waters is apt to cause clouding and precipitation in the finished product, especially when exposed to lowering of temperature, as for instance, when these goods are placed in show windows or exposed to cold during shipping in cold weather.

Now the question naturally arises as to the cost of substituting terpeneless bergamot where ordinary bergamot oil has been used before. It requires three pounds of average quality bergamot oil to make one pound of ter-peneless bergamot, with 100 per cent. efficiency of process and no waste. Adding the actual cost of processing and the manufacturers profit, it is obvious that a pound of the the manufacturers produced the formula to the cost of four pounds of natural bergamot oil. Where bergamot is a pounds of natural bergamot oil. Where bergamot is a major constituent and the finished product enters into a strongly competitive market, the manufacturer, after casual consideration, may decide that terpeneless bergamot is an expensive luxury, and continue as before. This seeming economy is discredited on a more thorough examination of the facts. In ordinary bergamot oil a certain proportion of the chief aromatic constituent (linalyl acetate), is used up in counteracting the odor of the terpenes, and the minor odor notes, as mentioned above, are entirely blotted out. Thus the perfume value of one pound of terpeneless bergamot is considerably in excess of the three pounds of bergamot oil from which it is made. The use of the terpeneless bergamot entails no increased expense and is recommended unreservedly as a decided improvement wherever bergamot oil is used.

## JANUARY REPORT ON GRASSE FLORAL PRODUCTS

(FROM OUR OWN CORRESPONDENT)

GRASSE, January 5.—Following is the January report on flower products and essential oils in this region:

#### Orange Flowers

There has been no change in the market for these products since our December report. So far, the orange trees have not been injured by the cold, and if the temperature remains mild the harvest of next May will be normal.

Opinions are various with regard to the suit instituted by the house of Coty, of Paris, against the co-operative association of orange flower growers. This suit, which was to have come before the Commercial Tribunal of Grasse in December, has been postponed until this month.

According to the contract between the firm of Coty and the Co-operative, the latter was assured of a minimum price of 3 francs 50 centimes per kilo for orange blossoms, and guaranteed to furnish Coty with the quantities of Neroli and orange flowers needed for his business. M. Coty agreed to take from the Co-operative every year 400 kilos of Neroli and 400,000 liters of orange flower water, on the basis of a price which should never be less than 3 fr. 50 per kilo of blossoms. However, M. Coty had the option of taking only 300 kilos of Neroli and 300,000 liters of orange flower water if the market price of the flowers were between 4 and 6 francs, 200 kilos of Neroli and 200,000 liters of water if the price was between 6 and 8 francs. and a lesser quantity or none at all if the price were above 8 francs. The distillation was to take place under the control of an agent of Coty. The market prices proposed by the Co-operative were based upon those current each year in the market place of Grasse, among the manufacturing perfumers of the town and its environs.

This contract was closed in 1921, for the May distillation, and was to run 14 years,

At the present time, Coty, alleging that the Co-operative has brought about an excessively high price, and that this price is not justified, demands the cancellation of the contract and a sum of 500,000 francs damages and interest.

Your readers will be kept informed of the course of this litigation,

Sales in orange flowers products are practically normal, being small individually, but numerous enough to make a considerable total.

#### Roses

Our predictions have been realized, consumers of rose products having reached the conclusion that it is impossible to expect as advantageous prices for next May's harvest as have ruled for the products of last year, and having therefore covered their needs for the coming year, and perhaps for the next year as well.

During December, important sales have liquidated completely all the material on the market, so that at present nothing remains on the open market. Stocks in storage are promised to regular customers of the manufacturing perfumers, and there will certainly be a shortage in rose products before the next harvest. A rise in prices is to be predicted with certainty.

## Jasmine

Jasmine products have been in great demand recently. American and English perfumers have made large purchases, and stocks remaining on the market are insignificant. In these goods also a certain rise is foreseen, and buyers who provide for their needs now, although prices are higher, will be well-advised.

#### Tuberose

Although the demand for tuberose products has been less in volume than that for the last two flowers mentioned, it has

been sufficient to move considerable quantities of goods, Remaining stocks are not large enough to render any decline likely

#### Cassie

The market shows a rising tendency. Stocks are scanty, as a result of a bad harvest,

#### Violets

Parma violets, which have been almost unobtainable, will still sell at high prices this year. The amount of products manufactured will be small, for consumers do not willingly pay the prices demanded for these goods, and caused by the expensiveness of the raw material.

Victoria violets will be extremely expensive as well, since the flowers sell at high prices for use in bouquets at Nice and Cannes, making their use prohibitive in our industry.

#### Geranium

Oil of geranium of Grasse remains steady, for only small stocks remain.

On the other hand, Bourbon oil has gone down. The first cutting of the crop in Reunion caused an actual collapse in the prices for material available in Europe, and quotations went down 35 francs per kilo. A further decline is expected, for recent prices have been prohibitive, and out of proportion to the actual value of the oil in comparison with that of Grasse and of Algeria.

Lower prices are to be expected for Algerian oil as well. Some of the colonists are proposing sales for 4 or 5 years at interesting prices, which will permit of stabilizing the market in Algeria, and, by sympathy, in Reunion.

### Rosemary and Thyme

Prices are steady, sales are normal, and there is nothing of interest to record regarding these two oils.

#### Lavender

Rather large sales have taken place during December. A slight stiffening of the market is expected, especially for oils testing 40 per cent esters, which are becoming scarce.

It becomes more and more evident that present quotations for lavender oil cannot sink to any extent, but are likely, on the contrary, to rise when business picks up.

#### Summary

A considerable recovery in business has occurred during the last month. It is to be hoped that the new year will see activity in business, which is likely if commercial relations are revived with the countries of eastern and central Europe.

Lower prices are not to be expected except perhaps in orange flower products and in certain oils, such as geranium and mint, which have become objects of speculation.

#### Clove Oil from Clove Stems

The Journal of Indian Industries and Labor, which is published in Calcutta, contains an article by S. T. Gadre, industrial chemist to the Government of the United Provinces, Cawnpore, giving the results of study of the yield of oil from clove stems. The bulk of the stem materis' was formerly exported to Germany, where it was distilled. Gadre found that clove stem oil corroded a coper still, and had to use a tinned one. He found a yield of about 4.5 per cent. The oil is pale yellow, deepening by exposure to light and air, and turning brown when heated. It conforms to all the requirements of the B.P. and U.S.P. The total eugenol by Umney's test was 93.09 per cent. The free eugenol by the method of Verley and Bolsing—said to give results within 0.5 per cent—was 69.86 per cent.

#### True Words Often Spoken in Jest

There are only a few original jokes and most of them are in Congress.—Meyer Druggist.



## OFFICIAL REPORT OF FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION

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Gordon M. Day, president of the Flavoring Extract Manufacturers' Association, and Thomas J. Hickey, executive secretary and attorney, have issued Circular No. 141, which is devoted chiefly to prohibition. Much space is given to correspondence with the Prohibition Unit at Washington, which is printed elsewhere.

The Arkansas situation is serious. Customers are reported to be abandoning the sale of flavoring extracts through fear of prosecution under the drastic State law as interpreted by the Arkansas Supreme Court. This decision is being construed by the lower courts as prohibiting the sale of flavoring extracts containing alcohol, although they are not mentioned specifically in the statute, and heavy fines have been imposed on grocers and other merchants selling the same. - The report continues:

"Section 2 makes it unlawful to manufacture or sell 'any alcoholic, vinous, malt, spiritous or fermented liquors any compound or preparation thereof, commonly called tonics, bitters or medicated liquors.' This statute rightly interpreted would not apply to flavoring extracts, because flavoring extracts are not 'liquors,' neither are they 'tonics, bitters or medicated liquors.' Of course, where flavoring extracts are sold under circumstances which would suggest that they are to be used as beverages, this would have the effeet of placing such flavoring extracts so sold in the category of 'liquors'. Flavoring extracts sold in a legitimate way for strictly culinary purposes are not 'liquors' within the true strictly culinary purposes are not 'liquors' within the true intent and meaning of the Arkansas Prohibition Law.

Notwithstanding this, many dealers are being prosecuted and fined for selling flavoring extracts, according to reports. We cannot get absolutely first-hand information as to the facts in these reported cases. It may be that these parties who have been fined are selling for beverage purposes. If

"From a common-sense, practical point of view, it seems to us that a merchant who in good faith sells flavoring extracts in the ordinary, legitimate way for culinary purposes only, will never be prosecuted in Arkansas or in any other State for a violation of the prohibition laws. And if he is prosecuted by some fanatic officials, we do not believe an account of the prohibition laws.

"We advise our members to be very careful in filling orders for shipments into Arkansas. If you have the slightest suspicion that an improper use of your goods is contemplated, refuse to fill the order. Also advise your jobbers and wholesalers to be more careful than ever before in handling your flavors in Arkansas.

"Mr. R. H. Bond is making preparations to have a bill introduced at the next session of the Arkansas Legislature, which convenes in January, to amend the law so as to specific the convenes of the convenes o cifically legalize the sale of flavoring extracts and drugs when sold in good faith for flavoring or medicinal purposes Our attorney is now at work preparing the proper form of bill for this purpose.

Readers of the Flavoring Extract Section are advised that items of interest to them may be found in our Trade Notes pages, as well as in Patents and Trade Marks, and other departments of The American Perfumer.

## PROHIBITION UNIT RULING ON SALES OF EXTRACTS AND LABELS

Attorney Hickey has made public the following correspondence with the Prohibition Unit at Washington in relation to the manufacture and sales of flavoring extracts containing alcohol:

MR. HICKEY TO DR. YOUNG, PERMIT DIVISION CHIEF First letter, October 31, 1922:

"The following questions have come up and I would request information and advice from you as to how to advise our members thereon:

"1. Where a permittee manufactures vanilla extract for a iobber named Jones, and labels it Jones' Vanilla Extract, and the permittee's name does not appear upon the label. can this procedure be carried out lawfully under the regulations of your Department? If so, is it necessary for the permittee to specify in his application for permit that he intends to manufacture goods for Jones & Company as make these goods for Jones & Company as above described? Or, can the permittee go ahead and make these goods for Jones & Company in the manner above described, without specifying in his application that he is doing so or intends to do so? This is a matter of considerable importance because many permittees do not know in advance the names of all the jobbers who they may be called upon to supply during the year under the jobber's private labels and therefore the permittee cannot not advance mention the names of all such iobbers in his in advance mention the names of all such jobbers in his application for permit,

2. Where a permittee makes vanilla extract for an ice cream manufacturer named Smith, may the permittee label such vanilla extract 'Smith's Special Vanilla' and deliver same to Smith who uses it in flavoring his ice cream? so, is it necessary that this procedure be indicated in the

permittee's application for permit? "3. Where a permittee has a permit which allows him to manufacture vanilla extract for further manufacturing purposes, may such permittee make and sell such vanilla extract in bulk to a firm who rebottles same and sells it to the grocery trade? The permit in this instance carries the ordinary notation that the permittee is authorized to make the vanilla extract for sale to bong fide bakeries, manufacturing confectioners, etc.

"In all the above cases the permittee has a permit to manufacture vanilla extract and the right to withdraw alcohol for that purpose.

Second letter, November 6, 1922:

"Assuming that a permit is granted to the John Manufacturing Company to manufacture a concentrate flavor containing ethers, esters, fruit extractives, oils, water and 40% alcohol to be sold to manufacturers such as confectionery, soda fountain trade, bottlers and to the John Company and this product is called Manufacturing

"(1) May the John Manufacturing Company make a syrup from the above 'Flavor A' using four ounces to the gallon, and sell the syrup without additional permit to the soda fountain trade?

"(2) May the John Manufacturing Company take the above mentioned concentrated 'Flavor A' and add to it coloring and fruit acid and sell it to the fountain trade under the name 'Special Concentrated Favor'? This special

prepared flavor is to be used by the bottlers to make a syrup in the same manner as the original concentrated Flavor A' is used, but with the exception that no coloring or fruit acids are added as the Special Prepared Flavor A already contains the necessary fruit acid and coloring added

by the John Manufacturing Company, "(3) May the John Manufacturing Company, who has a permit to make the above mentioned concentrated Flavor A, manufacture a syrup by using four ounces of this flavor to one gallon of syrup and sell the syrup to the wholesale and retail grocers for household purposes? This syrup is to be used at home by diluting one ounce with five ounces of water.

## ACTING PRO. COM. JAS. E. JONES TO MR. HICKEY

November 25, 1922. Answers to both letters: "Reference is made to your letter of October 31, 1922,

relative to the manufacture and sale of extracts

"In answer to paragraph 1, you are advised that flavoring extracts such as vanilla, which is standard, should be listed on supplemental application and marked for sale for general distribution. When marked in this manner and approved by this office, it is not necessary to furnish labels when the products are sold to different parties who rebottle the same and sell under their own label. If you have a preparation specially approved under a label of some manufacturer it can not be sold for general distribution unless such authority is given.

"In answer to paragraph 2, you are advised that if a preparation is approved for general distribution and some manufacturer desires the same for use in his own business, the preparation can be sold and special authority is not

required.

"In answer to paragraph 3, you are advised that a flavoring extract which is approved for further manufacturing purposes only can not be sold to other manufacturers or for general distribution. If the formula of the preparation has been furnished and it meets the standards of this office for household purposes, the permit will not be limited to the use for manufacturing purposes only, but will be approved for general distribution, and it can then be used for manufacturing, sold to other manufacturers and sold to jobbers for distribution for household trade

"In answer to your letter of November 6, 1922, relative to the manufacture of extracts, you are advised as follows: "In answer to paragraph 1, a firm having authority to manufacture a concentrate for sale to manufacturers and bottlers only can use such concentrate for the preparation of a syrup and sell the syrup to the soda fountain trade without having additional authority granted on the permit,

it being understood that no additional alcohol is used in the preparation of said syrup.

In answer to paragraph 2, you are advised that if a firm desires to add to a concentrated label, the formula and and sell the same under a different label, the formula and label must be submitted and the preparation must be listed on Form 1404 Supplemental and specific approval given.

"In answer to paragraph 3, you are advised that extracts approved for manufacturing purposes only usually do not meet the same requirements as are necessary for extracts approved for household use. If the preparation meets the standards of this office and authority is given for the sale of the same for general trade, the product may also be sold to manufacturers. If the supplemental application is limited to the sale of the products for manufacturing only, the supplemental application must be submitted together with formulæ and labels under which the products are sold and specific authority given for sale for general trade.

## Canada Puzzled by Ice Cream's Status

The question whether ice cream is a necessary food baffled a sub-committee of the Dominion Cabinet recently, although it long has been recognized as a food in the United although it long has been recognized as a rood in the United States. The National Dairy Council contended that ice cream was a food, used by rich and poor, and hence entitled to second class rating by express companies. The Railway Commission demurred, saying it was a luxury. Express company representatives called it a manufactured article. The sub-committee gave it up.

#### SODA WATER FLAVORS MANUFACTURERS

Harry Whittle, of Philadelphia, president, and Thomas J. Hickey, of Chicago, secretary and attorney, together with the legislative committee of the National Association of Manufacturers of Soda Water Flavors, have kept up their activities during the last month in looking out for the interests of the association and of members. Secretary Hickey has collected information about the bills introduced in the legislatures and other subjects, and has transmitted the same to the members with recommendations. Mr. Hickey has issued a special circular correspondence with the Prohibition Unit at Washington regarding flavoring matters. It will be found elsewhere in this department.

## PURE FOOD AND DRUG NOTES

In this section will be found all matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc.

#### FEDERAL

## Notices of Judgment Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the Notices of Judgment given under the Federal Food and Drugs Act, Nos. 10,651 to 10,850 inclusive, sent out recently by the Bureau of Chemistry, Washington, D. C., the following is of interest to our readers:

10,784. Adulteration and misbranding of orange, raspberry, strawberry, and lemon flavoring extracts. U. S. v. 17 Bottles of Orange Flavoring Extract, 11 Bottles of Raspberry Flavoring Extract, 20 Bottles of Strawberry Flavoring Extract and 72 Bottles of Lemon Flavoring Extract, Default decree of condemnation, forfeiture and destruction. No claimant appeared. Articles seized were artificially colored, contained substances to lower their quality and strength and mere mislabeled, being imitations and quantity of contents not being marked plainly on the outside of the

There were 27 olive oil convictions, a fine of \$75 being imposed in one case, the others being condemned and ordered destroyed, forfeited, or sold.

#### Confer on Standardizing Containers

About 100 manufacturers, distributors and users of food and other containers attended the Washington conference starting January 16 to consider plans for standardizing the sizes and varieties of containers. William A, Durgin, Chief of the Division of Simplified Practice, Department of Commerce, presided. Secretary Hoover delivered an address and others also spoke in favor of simplification.

Louis J. McDavitt, Colgate & Co., said that before final

recommendation for simplification is considered the classifi-cation committee of the railroad interests must be brought in because its late classification schedules are now based on

existing containers.

#### Food Standards Officially Adopted

Standards and definitions for butter, condensed milk, cacao products, ginger ale and ginger ale flavor, cayenne pepper, oil of cassia, and breads, have been adopted by the Secretary of Agriculture upon the recommendation of the Joint Committee of Definitions and Standards for the guidance of the Federal officials in the enforcement of the Federal Food and Drugs Act. These standards become effective at once.

The standards and definitions have been adopted by the Association of American Dairy, Food and Drug Officials and the Association of Official Agricultural Chemists and will be used generally by state officials in the enforcement

(Continued on Page 512.)



F. E. Watermeyer, president of Fritzsche Brothers, Inc., New York, had a very distressing experience on December 28, when his beautiful home at Summit, N. J., was destroyed by fire. He and Mrs. Watermeyer were sheltered by Mr. H. M. Paulsen for a few days and they are now planning for their new home.

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Beach Soap Co., of Lawrence, Mass., will begin in the spring the erection of a large new factory.

Hans Erich Steche, son of Mr. Hans Steche, head of Heine & Co., Leipzig, arrived in New York recently and will remain here some months to study American conditions in the perfumery and soap industry. He has joined



PAUL SCHULZE-BERGE, JR.

H. E. STECHE

Heine & Co., New York, of which Mr. Paul Schulze-Berge, Jr., is president and general manager.

In the advertisement of Heine & Co., between pages 24 and 25 of this issue, Mr. Steche has written an interesting description of the development of the German house in the cultivation of flowers for the production of concretes, etc.

Archibald Campbell, recently with the Sanitol Chemical Laboratory, St. Louis, Mo., has been appointed superintendent of the Toronto branch of Richard Hudnut's laboratory, Mr. Campbell reports that the demand for Hudnut and Sanitol products in Canada has resulted in business way beyond what was expected.

J. M. Bush, head of W. J. Bush & Co., Ltd., London, sailed for home on the *Baltic* January 20, well satisfied with his review of American conditions and with the business situation of the American Branch, W. J. Bush & Co., Inc., 370 Seventh avenue, New York, of which Mr. C. Blair Leighton is treasurer and general manager.

The Lightfoot Schultz Co., of Hoboken, N. J., which has been the owner of Ricksecker, Perfumers, New York, for the last four years, has sold the Ricksecker concern to the owners of the White Tar Co., 56 Vesey street, New York City, where offices and salesrooms will be maintained. The new owners are preparing to advertise and push the sales of the well-known Ricksecker perfumery, toilet goods and other products.

At gatherings of the Chicago Perfumery, Soap and Extract Association the members always take delight in honoring M. L. Barrett who wears gracefully the title of dean of the allied industries in the Middle West. Mr. Barrett's identification with vanilla, which is now and has

been for a good while an important feature in the house of M. L. Barrett & Co., is more than nationally recognized. It is Mr. Barrett's claim, modestly and conservatively put forward, that he is the oldest seller of vanilla whose name is above his door anywhere in the United States.

Mr. Barrett is modest in the extreme, but we have learned that he undertook work as a broker in Chicago in 1873 and for fifteen or twenty years was closely



M. L. BARRETT

identified with a New York house having to do with essential oils. Later, in connection with other lines, he continued the sale of essential oils, etc. Handling vanilla beans became an important item of his work and has since so continued. His first sale was for the now extinct firm of Taft & Tyler and for years he also represented P. Harmony's Nephews, also now long out of existence. Following that he dealt in the beans on his own account.

Recently in a reminiscent mood Mr. Barrett recalled the days when Bourbon vanilla was practically unknown; when Tahitis were practically of no value; when to offer a split Mexican was to subject one's self to very grave suspicion of having split the pods and extracted the "seeds," as buyers called them; when a few cases arriving in New York attracted considerable attention. He has sold it at prices, as to quality and length, at from \$3.50 to \$32 a pound.

Then there was the time when vanillin was nearly as yellow as yellow ochre, and was sold in quarter-ounce packages, for which he paid \$28 per ounce.

In chats with his friends he sometimes tells about how since he entered in business on his own account, he has seen many people in different lines of business come and go; seen success and failure; many changes in business; Chicago grow from a few thousand to about three million, and with all the work, and change, and growth, of joy and sorrow, that years bring with them. He recalls that when beginning business, his cheeks were rosy, his step elastic. His step so continues, but his cheeks are not quite so rosy, and above his temples a few gray hairs by close inspection may be noticed.

Mr. Barrett's numerous friends, both in and out of trade, will join in the New Year wish of continued good health and a long and happy term of years to come for him.

A general meeting of the salesmen and department heads of George Lueders & Co., New York, was held at the offices of the company, 427 Washington street, January 8 to 11. There were about a dozen in attendance and the meetings were presided over by Mr. George Lueders. The sessions ended with a dinner at the Hotel Brevoort.

R. W. McCargo, representative with headquarters in Knoxville, Tenn., recently completed his twenty-fifth year with the firm and he has been presented with a gold watch and gold and enameled pin that is given to all those associated with the firm that complete their quarter century.

The men from the different parts of the country were enthused with the prospects of enlarged business in 1923 and, as the past year was a very good one also, they have good reason to be satisfied with developments.

Mr. and Mrs. George Lueders sailed on January 13 for a three weeks' trip to Bermuda,

The right to rebottle French perfumes for resale in vials, and the right to use the face powder of a foreign manufacturer as a component part of compacts, is the subject of a petition for a writ of certiorari filed by Isaac Reiss, attorney for Prestonettes, Inc., in proceedings to try to take an appeal from the recent decision of the lower courts preventing the practice.

An appeal to the United States Supreme Court does not exist as a matter of right. In a case of this kind it is first necessary to show that the subject is one of great public interest and that a novel proposition of law of great importance is raised. This is set forth in the brief applying for a writ of certiorari and if the court sustains the writ, a hearing will be held in due course on the points raised in the appeal. Most appeals of this nature are futile.

Prestonettes, Inc., has set forth ten propositions of law for the court to decide. These propositions of law raise a number of perplexing problems, involving the purpose of the Trade Mark Act and also squarely raise the issue of the right to repack or rebottle the products of a foreign manufacturer for resale. The Court is expected to give a decision on the writ January 23. If it is granted, a hearing will follow in due course.

Of course, Coty, the original plaintiff in the action, has filed briefs opposing the granting of the writ. Up to the time of the decision of the Circuit Court of Appeals in this case, it was estimated that the total business done in the resale of foreign perfumery in vials and of powders in compacts averaged about \$1,000,000 annually.

A visitor to the office of Ungerer & Co., New York, recently gave "W. G." a shock by knocking over and almost breaking a display bottle of Vertena, a remarkable solution of green color, which solution had been made in Ungerer & Co.'s office nearly thirty years ago.

Paul Jeancard, accompanied by his son Robert, arrived in New York recently on a tour of the country. Mr. Jeancard was a prominent figure in the natural raw material industry in France for many years and his products were well known in this market. He is founder of the French Cie. Nationale de Matieres Colorantes and many other similar corporations.

H. W. Quelch, of Henry C. Quelch & Co., London, Eng., arrived at the Plaza Hotel, in New York, January 10, for a visit of two or three weeks. The firm has the agencies in Great Britain for several important American specialties, including Cutex, Swandown, Woodbury's, Hinds' and Colorite.

J. G. Siarri, manager of the Paris office of Morana, Inc., New York, sailed for France with Mrs. Siarri January 17 on the *Paris*, after a month and a half's visit to the New York office.

Grand Rapids (Mich.) Herald devotes an illustrated chapter to the success of Miss Mayme Huysman, who was graduated six years ago from Notre Dame University and then branched out into the perfumery industry, utilizing her knowledge of chemistry, reinforced by a course in a business college, to start the Auld Acquaintance Perfume Co., of which she is the sole proprietor.

At the recent annual meeting of Van Dyk & Co., New York, it was decided by the Board of Directors to increase the capital stock from \$15,000 to 750 shares, or \$75,000 preferred stock, and 1,250 shares of common stock, no par value. The Board of Directors consists of: S. Isermann, President; M. Isermann, Vice-President and Secretary, and R. H. Steele, Treasurer. The company reports that 1922 was a fair business year and it expects that in 1923 many of the new products, which have been developed in the last few years, will be placed on the market.

Owing to an unfortunate accident, part of a shipment of the beautiful insert advertisements of Polak & Schwartz, Ltd., Zaandam, Holland, was damaged in transit. Therefore some of the copies of this issue have been bound without this customary work of art.

A few specimen inserts have been set aside for those of our readers who are desirous of keeping the series complete, and copies will be furnished on request as long as the small supply lasts.

A. L. Van Ameringen, 15 Irving Place, New York, announces that his firm has been appointed New York agent for Marey & Co., 35 Rue Lafayette, Paris. Marey & Co. are manufacturers of synthetic aromatic chemicals, terpencless and sesqui-terpencless oils, and a number of derivatives and isolates from natural materials. We are advised that the line is very complete and that an ample stock of goods will be carried in this country.

Abbott Laboratories, Inc., of Chicago, recently bought the entire Dermatological Laboratories, of Philadelphia.

Eli Lilly & Co., wholesale druggists, Indianapolis, Ind. have bought a six-story building at Spring and Crosby streets, this city, to house their New York branch, of which G. E. Dunbar is the manager, after February 1.

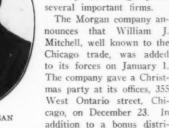
Elie Nadal, senior partner of Nadal, Desparmet & Cie., Nanterre (Seine), France, arrived in New York on the Majestic January 3, and will spend a brief period of time to confer with their American representative, the Belgian Trading Co., New York. The latter also care for the American interests of "Nerolium" Co-operative Society of proprietors of Orange Groves, Vallauris, France, which is devoted to orange flower products, and "Hortus" Co-operative of the Flower Growers of the Siagne Valley, Pegomas. France.

The Royal Mirror Works, 187 Mercer street, New York, advise that they have increased their manufacturing capacity and are therefore resuming their announcements to the trade through our columns. Their ad in this issue appears on page 113.

The Belgian Trading Co., of New York, announces that it has appointed Clarence Morgan & Co., 355 West Ontario street, Chicago, as its representative for the Middle

West territory. This company has recently been making rapid progress in its field of acting as manufacturers' representatives and has acquired the agency for several important firms.

The Morgan company announces that William J. Mitchell, well known to the Chicago trade, was added to its forces on January 1. The company gave a Christmas party at its offices, 355 West Ontario street, Chicago, on December 23. In



bution to all employees, gold pieces were given at the entertainment and a "grab bag" drawing was held. Luncheon was followed by dancing. Among those present were Mr. and Mrs. Clarence Morgan and daughter, Mr. and Mrs. Harry Spohr, the Misses Fannie Shapiro, Marguerite Dayton and Florence Graham, and Messrs. A. H. Mertens, C. M. Black and J. F. Turner,

Clarence Morgan, the energetic head of the company, was a visitor to New York early this month, renewing old acquaintances and making numerous new ones.

Belgian Trading Co., Inc., 44 Whitehall street, New York City, in its attractive insert between advertising pages 74 and 75 of this issue, illustrates with actual examples three of the seals of the G. Vachiery Co., Paris, France, for whom the company is sole United States and Canada agents.

M. J. Seeley, of the sales department of Antoine Chiris Co., New York, is on a trip to the Coast and will be gone about six weeks.

Mr. and Mrs. Harry H. Forst were among the recent interesting visitors to our sanctum. Mr. Forst is the head of the Forst Products Co., Inc., manufacturers of syrups. extracts and colors, at New Orleans, La. He was on a two weeks' business trip to Louisville, Chicago and New York buying supplies.

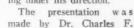
The attractive booth of the Melba Mfg. Co., of Chicago, at the Detroit convention of retail druggists, is pictured in the N. A. R. D. Journal. The exhibits consisted of Melba specialties in perfumes and toilet products.

Femigloria Laboratories, incorporated in November, is now located at 316 West 14th street, New York City, but soon will have to move to larger quarters. Dr. Fred G. Hoffherr, the chemist, has provided a number of cosmetic specialties for the company to manufacture, including his "Twinkle Powder Pencil," nail polish and face creams, all of which are reported to be meeting with success. A new antiseptic, one of the firm's products, is now being used in several hospitals and when it is put on the market an extensive advertising campaign will be started. "Business grows better every day," said Dr. Hoffherr early this month.

Dr. Milton C. Whitaker, vice-president and a director of the United States Industrial Alcohol Co., and president of the United States Industrial Chemical Co., received the

> Perkin Medal, presented annually for the most notable achievement in applied chemistry by the American section of the Society of Chemical Industry, on January 12 at the Chemists' Club, 52 East 41st street.

> The award to Dr. Whitaker was made in recognition of a series af achievements in the continuous production of ethyl acetate made by himself and a corps of research chemists working under his direction.



Chandler, of Columbia University, a former president of the Society of Chemical Industry. Others present included Dr. R. H. McKee, of Columbia, and Dr. A. A. Backhaus, director of research of the United States Industrial Chemical Company of Baltimore,

The Perkin Medal is considered to be the highest award that can be given in recognition of unusual development in chemistry. The first recipient was Sir William Perkin, the discoverer of mauve, the first coal tar dye, and whose work is the basis of the highly developed modern dye industry.

Dr. Whitaker, it was stated, in connection with the award, has recently developed novel principles and methods in connection with the production and uses of alcohols and solvents that a century of research in European laboratories has not even touched. These discoveries have been not merely of scientific interest, but have been reduced to practice and chemical products which once were mere laboratory curiosities are now being manufactured on a large scale.

Dr. Whitaker, who was formerly head of the Chemical Engineering Department of Columbia University, has established a research laboratory with the chemical company of which he is the head, founded on the idea that American chemists, if afforded the proper support and opportunity, would develop along practical lines even more rapidly than their European rivals. The principal line of investigation of this laboratory comprises the various alcohols for industrial purposes and their derivatives as commercial sol-



CLARENCE 'MORGAN



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Joseph Baird Magnus, treasurer of Magnus, Mabee & Reynard, Inc., is receiving congratulations from his host of friends in the trade following the announcement of his engagement to Miss Norma Inez Werner, daughter of Mr. and Mrs. Luther M. Werner of the Hotel Bossert, Brooklyn, N. Y., and Greenwich, Conn. The announcement of the engagement was made at a luncheon at Pierre's late in December which was attended by thirty-eight guests. Mr. Magnus is the son of Mrs. Magnus and the late Percy Cecil Magnus and is a grandson of Gen. Lucius J. Gartell of Atlanta, Ga. In 1914 he was graduated from the Staunton Military Academy, later serving as a Naval aviator during the war. He is well known in business and is affiliated with numerous chemical and allied clubs in New York.

Following her graduation from the Brooklyn Heights Seminary three years ago, Miss Werner made her debut and was accepted at once by Brooklyn and Manhattan society, becoming an active member of the Junior League and identifying herself with the social and club interests of the younger set in Brooklyn. Last autumn she returned from an extended trip abroad.

On his 75th anniversary Theodore W. Foster, head of Theodore W. Foster & Bro. Co., Providence, R. I., is sending to his hosts of friends a souvenir folder containing the essential points in his long and useful career. Mr. Foster was born in Rome, N. Y., but migrated early to Rhode Island and enlisted as bugler in Company C, Third Rhode Island Cavalry, serving two and a half years in the Civil War. The 75th is not the only anniversary marked in this establishment of jewelers, silversmiths and makers of toilet wares, for January 1, 1923, marked the exact date fifty years from the time of the founding of the firm by Theodore W. Foster. Originally a small plant it has grown until it is an institution in Providence. Mr. Foster in his greetings to his friends tells of his appreciation of their good will and confidence which have "served as an unfailing source of personal and business inspiration." He adds: "To my honored business associates, whose unstinted loyalty has made possible the development of this institution, I express my deepest gratitude." The Foster firm is represented in New York City by Ralph Wilson.

An organization recently formed under the title of Druggists of New York plans to hold drug show in Madison Square Garden in the week of February 19 to 22. State Senator James J. Walker is mentioned as chairman of the committee in charge and various manufacturers have been asked to appoint representatives to act for them. William H. Wellman, assistant secretary, 35 East 26th street, outlines the objects as follows: To promote better feeling between the manufacturer, jobber, retailer and distributor, and to develop stronger co-operation among the four factors in the metropolitan drug trade.

Attention is called to the attractive insert of the Henderson Lithographing Co., Cincinnati, Ohio, which appears between advertising pages 122 and 123 of this issue. The obverse side of the insert shows a few representative numbers from the company's line of stock perfume and toilet preparation labels and the reverse side contains a picture of the company's large plant together with a brief description of the service the company renders.

Ungerer & Company, Inc., essential oils and perfumers' materials, entertained the managers of several of their branch offices in New York during the latter part of December. C. L. Iorns, in charge of the St. Louis office; Edward Trippe. Philadelphia manager; L. H. Carlson, of the Detroit branch and Harry J. Ahles, manager of the Chicago office, each spent some days in New York acquainting themselves with the latest developments in the Ungerer line and laying plans for the new year. All reported favorably on business conditions in their territories and expressed themselves as confident that the steady improvement in trade which has been noted in 1922 will be continued and accelerated during 1923. Ungerer & Co. have a close-knit organization covering not only all important points in the United States, but Canada and Mexico as well. From all sections the report is the same, that 1923 may be counted to show excellent business

The company has filed a certificate with the Secretary of State at Albany increasing its capital stock from \$20,000 to \$250,000.

W. G. Ungerer was host at a Christmas dinner given to about seventy-five of his personal friends on December 20. The affair, held at the Lion D'Or, was in the nature of a farewell party in advance of the sailing of Mr. Ungerer for Europe January 6, on the Majestic, for a protracted visit to France.

Some of Mr. Ungerer's friends, assembled at the pier to bid him bon voyage, made comment on his splendid healthy appearance, whereupon he remarked with a wise wink:

"That is due to the fact that I have just been Renovated." And all agreed that it was a very good job.

Adolph Klar, manufacturer and importer of cosmetics and other toilet accessories, 5 East 19th street, New York, reports that the demand for rouge, face powder compacts and other Klar specialties has increased so heavily that it will become necessary soon to again add to facilities of the laboratories, which were enlarged only last November.

B. Kronish, in charge of the creation department, said recently: "It is really remarkable how the demand for our products has grown. I attribute this result in part to the use of the best ingredients in all of our preparations and to the personal supervision of the laboratories by my brother. David Kronish, who is an expert chemist. One of the best innovations we ever introduced was the handpainting of novelty boxes, which originally started with rouge and face powder vanities. We now are decorating in a similar manner lipsticks, eyebrow pencils and other metal containers, our newest being the supersize lipstick, hand-decorated, which is selling splendidly. Our art department has grown to considerable size."

Particular personal attention is being given by Adolph Klar to the hair net branch of the business and steps are being taken to meet the expansion expected in the new year. Nets of various brands are put up for dealers under their own names. With the waning of the bobbed hair craze, this end of the Klar establishment is expected to share in the bright prospects of the other departments.

Karl Kiefer Machine Co., Cincinnati, Ohio, has arranged for a booth to exhibit its bottling machinery at the National Canners' Convention, Atlantic City, January 22-26.

Denver (Col.) distributors of Procter & Gamble products are conducting an extensive soap wrapper contest.

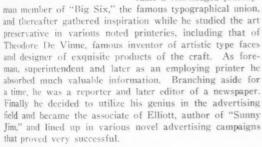
Edward O'Shaughnessy, formerly of *Drug and Chemicals Markets*, has joined the M. DeMattia Chemicals, Inc., New York City, and is in charge of sales to the perfumery and barbers' supply trade.

Nathan Sanders has been elected vice-president of the Scientific Utilities Co., 18 East 16th street, New York City and will have charge of the European offices of the company. Mr. Sanders arrived recently on the Olympic for a visit in this country where he came to get acquainted with men prominent in the trade and to secure information as to the needs of the trade for perfumes, vials, laboratory glassware and bottle-filling apparatus. Following a stay of several weeks in this country, Mr. Sanders sailed for Europe on the Olympic on January 20. Mr. Sanders will have offices abroad and will be in active supervision of manufacturing and expediting shipments in the various factories of the company.

William C. Siebert, whose genial countenance appears in connection with this paragraph, is the author of the attrac-

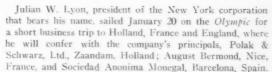
tive advertisements of the Trece Laboratories, of which he is the advertising manager. Mr. Siebert knows type, printing and advertising from the ground up and in his present capacity has given material aid to the founder, Myram Picker, in building up the Trece business.





WM, C. SIEBERT

Magnus, Mabee & Reynard, Inc., essential oils, drugs, chemicals, etc., following their recent sales convention, have outlined a redivision of the sales territory in the United States. Among other changes made, J. P. McCarthy assumes charge of the Boston office, and also covers the states of Maine, New Hampshire, Vermont. Massachusetts and Rhode Island. Robert B. Magnus, formerly purchasing agent, will travel from the New York office through a part of the New England states. Fred Hornecker takes charge of the Philadelphia and Baltimore sales districts, while Fred Rauch and P. W. Hanson now represent the company through the Southern and Southwestern states. Other representatives of the company continue in their duties without change.



The company is planning enlarged operations and has added to its organization Albert M. Wangler, treasurer, and Ivon H. Budd, secretary, who have acquired an interest in the company. Mr. Wangler will devote his attention to finances and a general inside management, and Mr. Budd will be connected with the sales department. Mr. Lyon will continue to handle the buying and general affairs of the company and Mr. R. W. Smith, vice-president, will handle the sales department.

Palmolive Co., of Milwaukee, has established a branch office in the Randolph Building, Memphis, Tenn.

F. A. Schwannecke, of the French Cosmetic Mig. Co., Inc., New Rochelle, N. V., announces that the company



L. A. Schaiblé

has fortunately obtained the services of L. A. Schaiblé as chief chemist. Schaiblé received his degree in chemistry from the University of Paris; served as assayer in the Assay Office of Paris, and was Honorary Professor of Analytical Chemistry. He also was a member of the Administrative Board of the Bourbouze Society of Laboratories of Paris, from which he received an honorary degree in chemistry. At one time he was chemist of the Reg-

giaflore Institute, with a speciality in compacts, etc., and of the Central Pharmacy of France. Mr. Schaiblé also has held positions of chief of laboratories for important companies in Mexico.

M. DeMattia Chemicals, Inc., have moved into new and larger offices at 136 Liberty street, New York City, and have arranged for a warehouse at 88 Watt street, New York City. The rapid growth of the company since it was founded less than a year ago was celebrated by a theatre party December 23 at the Princess Theatre where the whole staff enjoyed a musical comedy, after which there was a banquet and dance at the McAlpin Hotel, thirty-eight members of the staff being present. Considerable interest was manifested in a humorous magazine compiled and read by Marcel Scherer, secretary of the company. A similar affair will be held annually, and it is also planned to hold get-together meetings quite often during each year.

Amole Soap Co., which manufactures the various Amole products at Tippecanoe City, Ohio, was visited by fire recently. But for the operation of the sprinkler system the plant might have been destroyed. Fortunately, the damage was kept within limits and the firm's business was not seriously interrupted. The more valuable perfumes and soap materials were stored in a concrete section of the plant, affording ample protection from the flames.

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The claims of the Standard Automatic Machine Co., Rochester, N. Y., stated in a complaint filed in the U. S. District Court for the Southern District of New York, are sharply challenged in the answer filed by the defendant, The Karl Kiefer Machine Co., Cincinnati, Ohio. Owing to congestion in the courts the case will probably not be tried for over a year.

The Standard Automatic Machine Co. claims that Alphonse J. Gosselin was the first and sole inventor of certain new and useful improvements in vacuum filling machines not known or used in the United States before his invention, January 11, 1917, and not patented or described in any printed publication before his invention or more than two years prior to it. The company claims that the Gosselin patents were assigned to it; and it seeks an injunction to prevent the defendant from making and selling vacuum filling machines.

The Karl Kiefer Machine Co, in its answer denies that Alphonse J. Gosselin was the original inventor of any new and useful improvements in filling machines and sharply challenges the claim that his was a pioneer invention. In support of this the company avers that long prior to the alleged invention every principal and combination of devices claimed in Gosselin's patent was fully set forth and shown in 35 other prior patents dating back to 1870. Furthermore the Karl Kiefer Machine Co, states that every substantial and material part of the Gosselin patent was publicly known and used more than two years prior to the Gosselin application for a patent; and a list of 13 users is given in support of this contention.

The Karl Kiefer Machine Co. also says that it has made a distinguishing characteristic of the invention that the liquid and air passages are permanently open throughout their entire length and that the Standard Automatic Machine Co, does not manufacture and sell any machines under the Gosselin patent with permanently open passages but draws the liquid directly from a supply tank and employs valves in the passages and does not employ the alleged essential features on which the patent was granted. The defendant company therefore claims that the patent does not disclose the whole truth with reference to the invention and therefore is invalid. It is further alleged that the contentions of the plaintiff are a fraud on the public and the issuance of the Gosselin patents was obtained by misrepresentation. A counterclaim is set up by the defendant asking for at least \$10,000 damages for acts of the plaintiff in threatening defendants' customers with infringement suits. A permanent injunction is also sought by the defendant to restrain the plaintiff from further acts of the same sort which are indicated in the brief filed by its attorneys, Allen & Allen of Cincinnati, Ohio.

Stockholders of Monsanto Chemical Works have elected the following directors: John F. Queeny, Gaston DuBois, Beverly D. Harris, Edgar M. Queeny, H. O. McDonough, Joseph D. Lumaghi, Theodore Rassieur. The new officers are: Chairman of the Board, John F. Queeny; President, Beverly D. Harris; First Vice President, Gaston DuBois; Second Vice President, Edgar M. Queeny; Third Vice President, Frank L. McCartney; Treasurer, H. G. Gunther; Secretary, W. R. Phemister; Assistant Secretary, C. A. Zacher. Frank L. McCartney's title is now vice president in Charge of Sales, while Edgar M. Queeny is vice president and assistant general manager. The business outlook was reported as extremely satisfactory.

A recent duck-shooting party at Pope's Island Club. Chincoteague Bay, Md., consisted of several well-known men in the supply part of the industry of New York. There were A. H. Wirz and Sewell H. Corkran, of A. H. Wirz, Inc., Chester, Pa.; William H. Green, of Tin Decorating Co. and Addison Lithographing Co., New York; W. E. Swindell, of Swindell Bros., Baltimore, Md., and three additional friends not connected with the industry. were on the shooting grounds three or four days and managed to bag ten geese and fifty ducks, and the occasion was otherwise profitable, due to the good fellowship and interesting discussions that marked the evenings at the camp. The first evening was devoted to the discussion of gems of current literature, particularly poetry, in which Mr. Green shone, and a discussion on bird life, particularly the English sparrow, was led by Mr. Wirz. Mr. Corkran, who is a deep student of the English nobility, told a number of interesting anecdotes and Mr. Swindell participated impartially in the various subjects.

A long distance record in shooting from the blind was established by Messrs. Corkran and Green, who spent all of one day from sunrise to sunset, Micawber-like, waiting for something to turn up.

T. T. Holman, who has been connected with Antoine Chiris Co., New York, for over twenty-two years, started recently on a well-earned vacation, sailing on the Samaria for a four months' trip around the world.

J. E. McBrady, Chicago, head of the perfume house that bears his name, made a trip to Boston recently with Mrs. McBrady. He was investigating Eastern markets for his growing business.

Pierre S. Cunisset, vice-president of Antoine Chiris Co., arrived in New York on the *Paris* January 13 on his usual annual visit.

Frank H. Lowenfels, vice-president of M. DeMattia Chemicals, Inc., New York City, accompanied by Mrs. Lowenfels, has returned from a trip to New Orleans, La.

The accidental breaking of a bottle of cenanthic ether, near the flame of a gas stove, recently caused a small fire in the stock room of the O. A. Brown Co., Inc., 246 Pearl street, New York. Joseph Groeger, a bookkeeper, was severely burned on the legs. His cries summoned other employees, who prevented the blaze from spreading. The injured man was treated by a physician from the Beekman Street Hospital and then went home, where he is rapidly recovering.

Fire on January 6, caused a loss of between \$30,000 and \$40,000 in the Jersey City five-story factory of the Anderson-Hillier Co., Inc., of New York. Drugs produced such a heavy smoke that the firemen had to use gas masks. The loss was covered by insurance.

Pierre Lemoine Cie, 294 Pearl street, New York City, sent to friends in the trade during the recent holidays handsome leather bill-folds. The spaces provide for cards, and the wallet is so flexible that the user will be able to carry a considerable amount of money in it. The name of the donor appears in gold letters on an inside fold.

The Read Machinery Co., of York, Pa., which makes three speed mixing machines for perfumes, soaps and flavoring extracts, and whose announcement appears on advertising page 34 is one of the important growing concerns in the machinery manufacturing industry, as it relates to the industries in which our readers are interested. Started little more than a decade ago, its progress at first slow and sure, has within the last few years become so rapid that enlargements of the original facilities proved inadequate and it was decided to build a complete new extra plant, an illustration of which is herewith given. This plant, equipped

The Wall Street Journal says: "U. S. Industrial Alcohol Co. staged a comeback in earning power in 1922. In the last half plants were operated at capacity and outlook is that this will continue in 1923. While earnings cannot be given at this time, owing to the fact that the company has subsidiaries in Cuba and Porto Rico, and that its inventory fluctuates in price, they are estimated more than 10 per cent on 240,000 shares of \$100 par capital stock outstanding.

"In 1921 U. S. Industrial Alcohol Co. readjusted its inventory and property account, cutting each to the lowest

possible valuation. Price improvement has subsequently increased the value of all raw material and products. This will be reflected in report for 1922.

"During 1922 the company perfected a new apparatus for production of fuel alcohol for motor power, particularly potent when mixed with low-grade gasoline. Capacity production is now being sold to oil companies, and steps will be taken to increase production.

"Chemical branch has been expanded and now ranks high as a producer of chemicals having an alcoholic base. New developments in this industry are under way, and

the new year is likely to see some useful and profitable discoveries which will increase demand for commercial alcohol.

"Balance sheet for 1922 will show substantial improvement in profit and loss surplus. It will be free from funded debt, and bank loans will be materially reduced. At the end of 1921 surplus was \$10,395,273, reserve \$4,501,736 and net working capital \$4,436,187. Book value of common stock was \$143 a share.

"Steady progress since the close of the war is gradually eliminating the impression that U. S. Industrial Alcohol Co. was a 'war baby.' Management expects to demonstrate in 1923 its ability to earn dividend without the aid of war business."

Louis Kronish has been appointed general manager of the Salikof Sales Co., manufacturers of Salko and Belle Hovey toilet preparations, 114 South Second street, Philadelphia, Pa. The company has secured a new building at 126 North Third street, Philadelphia, and it has also opened a New York office in the Herald Building with D. M. Bell as its New York representative.

Joseph M. Franks, begins on advertising page 100 the first of a series of announcements on stearate of zinc and stearate of magnesia, in which the Franks Chemical Products Co., of which he is the founder, is to specialize. It is announced that he has been in the chemical business for the past 20 years and has been active in lines touching this field since 1913.

United States Sanitary Specialties Corporation, whose executive offices are in Chicago, have taken a lease of the entire building at 426 Greenwich street, New York City, where they have established sales facilities to meet the demands of their rapidly growing business in the East. A large stock will be carried of their liquid soap, deodorizers, disinfectants and other products. Harold I. Koppelman is president and general manager of the firm.



COMPLETE NEW PLANT OF READ MACHINERY CO., YORK, PA.

with all the modern daylight saving and other up-to-date appliances, has only recently gotten into full swing. This factory in York is additional to the one at Glen Rock, Pa., for the two are now necessary to meet the demand that has developed for Read machines in the last fourteen years.

In 1908 the first Read plant had its inception at Glen Rock, where the Read mixing machines were originated. Additional facilities had to be found from time to time and as the demand grew it finally became necessary to duplicate the source of production. It was then decided to erect a complete new factory and York was chosen for the purpose. The result of this move is shown in the illustration. The York building has a floor space of over 38,000 square feet and is constructed of brick and steel. Practically two-thirds of the wall surface on all four sides are of glass to admit an abundance of daylight.

There has been a remarkable and substantial growth in the sales of Read mixing machinery. In a recent statement given out by the Read Machinery Co. it is asserted that there are now more than 14,000 of their mixers in use in this country and in Europe.

The general offices of the Read Machinery Co. are in York, Pa., while branch offices have been established in the larger cities of the United States, England and France. The officers of the company are: President, H. Read; vice-president, C. Tritter, and secretary, O. R. Read.

Some of the companies using Read Three-Speed Mixing Machines are: Colgate Co., Jersey City; United Drug Co., Boston and St. Louis; J. B. Williams Co., Glastonbury, Conn.; Amarosa Mfg. Co., Brooklyn, N. Y.; Schrouder Drug Co., Grand Rapids; National Mfg. Co., Chattanooga; Sun Drug Co., Los Angeles; Owl Drug Co., San Francisco; Scholtz Mutual Drug Co., Denver; Meyer Drug and Tea Co., Chicago; Pepsenic Seltzer Co., Worcester, Mass.; Brown Pharmacy Co., Detroit; Solvay Process Co., Syracuse; Sims Drug Co., Pittsburgh; Star Drug Co., Galveston, and Ritter Dental Mfg. Co., Rochester, N. Y.

Perusual of the advertising pages is no less a real duty than scanning the text pages of this journal every month.

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Chicago had a holiday experience with sellers of fake perfumery put up in attractive bottles containing water, but bearing popular labels. The operations were carried on more or less extensively, the sellers baiting their victims with genuine odors and offers of what appeared to be bargains. One of them made a repeat call on Harry L. Harris, an automobile dealer, who notified the police. Two men, giving the names of E. L. Kellar and Donald C. Gould, were arrested and a raid was made on their flat, where 200 bottles with ornamental labels and filled with water were found and confiscated. The prisoners told hard luck stories, one of them arousing sympathy by his pleas for his young wife and baby. The two men finally were fined and allowed to go free, although they evidently had been operating extensively, for express packages of broken goods were returned from other cities after the police nipped their scheme in Chicago.

We are indebted to the Citrox Co. and the National Soap & Perfume Co., both of Chicago, for calling our attention to the swindle. From the latter comes this comment:

"This selling of fake perfume is the talk of the town. Let us hope it will blow over and the public will use the good perfumes made by the science and skill of the fine body of perfume chemists America has produced, of whom we all can be justly proud. And we American perfumers can also be proud of the most magnificent magazine in the world, your and our magazine."

Sardou, Inc., 569 Hudson street, New York City, is an involuntary bankrupt at the instigation of the following creditors: George Sardou, \$5,000; Gussie Korn, \$1,500; Judge Knox appointed Owen S. M. Tierney receiver under \$2,500 bond. Liabilities are about \$22,000 and assets about \$3,500. Last summer prohibition agents seized fifty barrels of alcohol which it was claimed the company had diverted to illicit uses. The case is still pending.

Other local business troubles in the last month:

William H. Daggitt's Sons, soap manufacturers, of 383 West 12th street, filed schedules in bankruptcy Jan. 4, listing liabilities of \$14,112 and assets of \$12,826, main item of which is fixtures and machinery, \$10,865. Principal creditors listed are J. B. Daggitt, \$3,600; Hammond Printing Co., \$2,000.

Royal Pharmaceutical Perfumery Co., Inc., of 49 East 102d street, filed schedules in bankruptcy Jan. 8, listing liabilities of \$7,907 and assets of \$353. Charles Shongood appointed custodian under \$500 bond.

A petition in bankruptcy was filed Dec. 26 against the Frisch Toilet Mirror Co., Inc., 39 Borden avenue, Queens, L. I., by Lavinina Markham for \$700.

F. H. Chase, of the Joseph Burnett Co., has been made a member of the board of directors of the New York Association of Manufacturers' Representatives.

Palmolive Co. has opened a branch office in Syracuse, N. Y., sending W. R. King there from this city to be in charge as district manager, with a force of thirty salesmen. These officials attended the inauguration: E. H. Little, eastern divisional sales manager; J. S. Hewitt, manager, New York sales branch; Edward Green, of the accounting office in Brooklyn; Ross Meahl, Milwaukee, of the industrial department; Carl Sellmer, department manager of the Crystal Soap lines.

Nipola Products Co., 1708 Woolworth Building, New York City, has absorbed Nips Co., Inc., of Hoboken, N. J., and has taken over the entire stock, patents, good-will, etc., of the latter concern. The company will maintain its headquarters in the Woolworth Building and it has leased the ninth floor of 110 West 14th street where its factory will be located. George Londoner, formerly with Mifflin & Co, and also formerly with McKesson & Robbins, Inc., has been appointed general manager. The other offices of the company are Myer Arensberg, president; L. A. Van Dyk, secretary and treasurer; and H. W. Jenisch, vice president. The company will market imported perfumes in nips through vending machines.

L. A. Van Dyk, manufacturing chemist, 110 West 14th street, New York City, has purchased a third interest in the Flylock Cutlery Co., Bridgeport, Conn., and has been made secretary and treasurer of the company. The company manufacturers a line of pocket cutlery and other specialties.

W. J. Zick, formerly in charge of the Chicago territory for the Chemical Products Division of the Standard Oil Co., New Jersey, has been appointed assistant to John C. Wolke, Sales Manager of the Chemical Products Division in the main offices of the Division, 44 Beaver St., New York City,

Francois Coty, French perfumer, has leased for American headquarters three floors and basement in the twelve-story building at 423-431 West 55th street, New York City. The lease calls for an aggregate rental of about \$1,000,000 for 75,000 square feet for a long term of years.

V. Vivaudou, Inc., New York, has closed a contract with the Mineralava Co., whereby Vivaudou becomes exclusive selling agent for 21 years, and the Mineralava Co. agrees to spend a minimum of \$1,000,000 a year for advertising. According to semi-official advices, this contract alone, based on business completed the last three months, and the outlook for 1923, is expected to earn more than \$3 a share on the 300,000 shares of V. Vivaudou, Inc. The Vivaudou Company is reported to have had a very successful year in its regular business, and early consideration is expected to be given to the resumption of dividends. The earning prospects for the current year are very optimistic, according to a well-informed source. Regular business is expected to show around \$4 a share, in addition to the Mineralava profits.

Numerous friends of H. D. Crooks, of John Blocki & Son, the Chicago perfumers, will regret to learn of the death of his wife on January 11, after an illness of two months. One son and three daughters also survive. Many friends, including a large representation from the Chicago Perfumery, Soap and Extract Association, attended the funeral. The large number of floral tributes served to show the esteem in which Mrs. Crooks was held by her many acquaintances.

J. Dudley Schwartzman announces that he has resigned as officer, director and general manager of the Herman Chemical Co., of Brooklyn, N. Y. Colgate & Co. have scored again heavily in doing something colossal. First the largest clock in the world, next the biggest thermometer on the Atlantic City Boardwalk and now what is probably the largest sign of its kind to be found anywhere on earth. Wonder what next?

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The accompanying illustration shows the sign, which is very nearly finished, atop one of the main eight-story Colgate & Co. factory buildings in Jersey City, just across the Hudson River from New York City, to say "FAB" in a big way. The steel structure of this sign weighs over 100 tons, is 153 feet long and rises 75 feet above the roof of the building, which is 112 feet high. The sign is more than half as high as the building. The letters forming the word FAB are 56 feet 6 inches high, the vertical strokes being 12 feet wide and the horizontal strokes 10 feet 6 inches wide.

The word FAB can be easily read with the naked eye from a point eight miles away, and the sign is visible at a distance of thirty miles. Much experimental work was



COLGATE & CO,'S MAMMOTH NEW SIGN

carried on in connection with the illumination of the sign. The paneis were illuminated with "flood lights" of different intensities, and each set was carefully observed from different locations in New York and in New Jersey. They were also photographed and records kept for comparison and reference.

Of necessity, the flood lighting lamps must be placed below and to front of the sign, and it was found that a truly vertical panel reflected most of the light upwards, due to the acute angle at which the rays were projected on it. By forming the panel of a series of slats, similar to the ordinary house shutter on a gigantic scale, and setting the vanes at the correct angle, so that the reflected light was thrown off in an almost horizontal direction from each one, the best effects were obtained.

The scheme finally adopted was a series of 6-inch slats spaced 6 inches apart, each slat being inclined enough from the vertical to give the desired result. This construction makes a poor day sign, owing to the fact that one can see through the letters. To minimize this trouble additional slats are placed behind the openings which will make the letters virtually solid. These slats are inclined so as to divert the wind through the openings of the front slats, thus lessening the wind pressure.

The actual illumination was submitted to the Illuminating Laboratory of the General Electric Co. at Schnectady, and a complete scheme was worked out, which consists of 48 Type L-1 flood lighting projectors, each fitted with a 500-watt lamp. The lamps are so placed and the various beams from them so arranged as to give as near a uniform intensity as possible.

The original idea of flood lighting the entire sign, instead of outlining the letters with myriads of incandescent lamps, was conceived by Bassett Jones, of Myer, Strong & Jones, consulting engineers, New York, and he, with the Colgate engineers, carried on the experiments to the finish.

Representatives of Colgate & Co., in the departments of perfumery and toilet soaps, will hold their annual conference from February 10 to 16 in the Jersey City establishment. Accommodations for out-of-town men have been obtained at the Pennsylvania Hotel in Manhattan.

Colgate & Co.'s band, sixty pieces strong, recently gave a program which was broadcast from WJZ at Newark, N. J., much to the enjoyment of radio listeners. This band is reputed to be one of the largest, if not the best, of industrial bands in the country. Somebody has suggested that a musical match be arranged between the Colgate Band and either the New York Police Band or the Street Cleaning Department Band of New York, both of which have won laurels for their harmonic achievements.

A formal suit has been begun in the Indiana courts for Colgate & Co. to eliminate any irregularities in the title to the Indiana State Reformatory, at Jeffersonville, which the firm has acquired by purchase from the State, the proceedings being prosecuted by the State Attorney General. Colgate & Co. are awaiting a clear title to the property and the suit was instituted to furnish that very necessary factor in the transfer, which is not expected to take place until next autumn. Colgate & Co. are prepared, it is understood, to pay \$50,000 in addition to their original bid, if the State can make conveyance of the property by September 15. Besides the Reformatory buildings, which will have to be remodeled, the tract comprises a fraction more than 46 acres, For a branch of the Jersey City plant it will furnish superior facilities in many ways.

California Syrup & Extract Mfg. Co., Oakland, Cal., has added a new unit to its plant at 1299 55th street, which has been the custom for the last three years. Established twelve years ago, the company has made steady progress and seems to require at least one new plant unit each year.

Santerba Perfumery Manufacturers, Inc., has obtained a lease for five years of a store and basement at 174 Bleecker street, New York.

Charles Siegal, who took over the business of the San-Nox Chemical Co., Birmingham, Ala., last July, reports an excellent autumn business, running into the new year, and is very optimistic. Liquid soaps, soap compounds and perfumed disinfectants are the chief products.

J. H. Weis, president of the Weis Co., barbers' supplies, Louisville, Ky., predicts a greater volume of business in 1923 than in any previous year. His December trade was much larger than he expected, even as an optimist.

## NEW PRICE LISTS, PUBLICATIONS, ETC.

STAFFORD ALLEN & SONS, LTD., London, Eng., Ungerer & Co., 124 West 19th street, New York, American representatives.—January price list of the Allen essential oil commodities is just at hand, giving wholesale quotations on various products handled by the firm, including terpeneless and expressed oils, Allen's oleoresins, powdered drugs, etc., chemicals, synthetics and sundries.

CLARENCE MORGAN & Co., 355 West Ontario street, Chicago, have issued their January price catalogue of raw materials for perfumers and soap makers. A page is devoted to Morcograms which are bright, snappy trade para-

graphs.

FREDERICK STEARNS & Co., Detroit, have just sent us the Autumn number of their lively little organ, the New Idea, with New Year's greetings. New Idea always is interesting.

"DIGITALIS STANDARDIZATION" is reprint No. 232 of a paper on studies from the medical research laboratories of Parke, Davis & Co., Detroit, who will supply copies.

MEXICAN CHAMBER OF COMMERCE, Woolworth Building, New York, is issuing Mexican Trade News, recent copies of which are at hand. The subscription fee is \$2.50 a year.

HENRY LINDENMEYR & Sons, 32 Bleecker street, New York, have issued a bound catalogue and price list in handy form of more than 200 pages, describing and pricing papers, card boards, etc. There is a complete index and a chapter is given on trade customs, as well as a chart of weights.

DIGEST OF COMMENTS ON U. S. P. AND N. F. FOR 1920, issued as Bulletin 131, Hygienic Laboratory, United States Public Health Service, printed in the Government Printing Office, Washington, is just at hand. It was compiled by A. G. DuMez and is an excellent compendium.

"CHEMIST & DRUGGIST DIARY 1923." published by the London Chemist & Druggist, just received, is a volume of more than 400 pages, not including the blank ruled pages for diary purposes. The trade directory is complete and the literary contents include digests of laws, formulas, lists of associations, excise duties, poison antidotes and many

other subjects in handy form for reference.

"BUYERS' GUIDE-BOOK," 1922-23 Edition, issued by Drug & Chemical Markets, New York, is divided into two parts, the first being a directory geographically arranged of the drug, chemical and allied industries, while the second part lists products handled, giving the names of sellers. The book seems to be more complete than previous similar publications and shows evidence of care having been given in its preparation. In most instances telephone numbers are given in addition to other addresses of firms.

"YEAR BOOK AND DIARY FOR 1923," published by the Perfumery & Essential Oil Record, London, Eng., is received. Among the contents, besides calendars, etc., will be found a review on essential oils and perfumery for 1922, analysis of oils, yields, variations and constants for normal essential oils, characters of terpeneless oils, and a list of books on trade subjects. The usual tables of statistics are carried up to date and the book is as useful as usual.

T. C. Brown, district manager at Dallas, Texas, for the Procter & Gamble Distributing Co., returned home recently from a hunting expedition near Carrizo Springs on the Rio Grande with a 130-pound buck, a large loper wolf and a string of ducks as results of his marksmanship. On a previous trip Mr. Brown bagged three bucks.

#### BOOK REVIEWS

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Le Camphre et Sa Synthèse, par A. Dubosc et La Culture Industrielle du Camphrier par le Dr. L. Trabut (Camphor and its Synthesis and the Industrial Cultivation of the Camphor Tree), Scientific Series of La Parfumerie Moderne, Vol. 1, Édition Pierre Argence, 285 rue Jean-Jaurès, Lyon, 8vo., 64 pp., price 6 francs; postage extra.

This well-chosen summary of the history, chemistry and economics of camphor will undoubtedly be of great value in the immediate future, as the problem of the world's supply of this invaluable substance becomes more acute. Despite the great-extent of the literature of camphor, there exist, we are told by the eminent Professor Kondakov, who furnishes the preface to the present volume, but three publications devoted to this topic, of which two are in German and one in Russian. One wonders how long the English-speaking world will have to wait for a concise summary of this important subject.

The treatise of M. Dubosc, which takes up four-fifths of the present volume, includes a brief account of the history of camphor from the first century to the present. This is followed by a description of the methods of production of camphor and oil of camphor, as it is carried out in Formosa, Japan and China. The efforts at acclimatization of the camphor tree in India, Burma, Ceylon and other parts of the world are briefly mentioned as well as the American plantations which, according to recent news advices, are

being abandoned.

The most complete and thorough part of this study deals with the economics of camphor production. The growth and methods of the Japanese monopoly are described, and the "dumping" tactics by which it succeeded in killing the nascent industry of synthetic camphor are made clear. Furthermore, the world's prospects of camphor supply are set forth: Over against the present ironbound control by the Japanese monopoly are set the inevitable exhaustion of the Fomorsan camphor forests and the constant possibility of the production of synthetic camphor whenever a slightly raised price level permits. Another factor not sufficiently brought out by the author is that of camphor substitutes in the pyroxylin plastics industry, which are becoming more and more useful at the present time.

Finally, a brief account of the principal synthetic methods of camphor production is given, together with a description of the most important patents, including those of the author,

in this field

The general plan and balance of this short treatise are excellent. It suffers, however, from several imperfections. The statistics are neither so complete nor so modern as to be of the utmost value. Some of the statements, moreover, do not accurately reflect present day conditions. For example, the author states (p. 18) that light camphor oil is hardly exported at all, and that the heavy camphor oil which is exported contains about fifty per cent of dissolved camphor. The extent of the railways of Formosa is also greatly understated (p. 22). The orthography of foreign names, especially the German, Chinese and Japanese, is wretched, and the typography on the whole hardly reaches the standard proper to a scientific work. A more serious fault is the slight but noticeable dislocation of emphasis between the values of French and German scientific work on the chemistry of camphor. A serious omission is that of a bibliography. While a complete list of references to the literature of camphor would take up more space than

this entire treatise, nevertheless a carefully selected short bibliography would have added greatly to its value.

The paper on the industrial cultivation of the camphor tree by Dr. Trabut is a short but practical and authoritative account of the botany and arboriculture of Laurus camphora or, as the author prefers to call it, Camphora officinarum. Especially interesting is the story of the efforts of the author to further the cultivation of camphor in Algeria. A bibliography of 44 titles is appended.

DUDLEY H. GRANT.

PHARMACEUTICAL AND FOOD ANALYSIS. By Azor Thurston. Published by Van Nostrand Co. 415 pages. Price \$4.50.

This manual is stated to be the outgrowth of the author's connection as Chemist (for seventeen years) with the Ohio State Dairy and Food Department, and its political successor, Originally it was intended to cover a complete range of food and drug products, but size compelled a restriction to a book on general methods of analysis and a consideration of Oils, Fats, Waxes, Dairy Products, Flesh foods, Eggs and Essential (or Volatile) Oils, only. As such it is fairly upto-date, including many of the official methods of the Federal (and State) food inspection departments and the Federal or U. S. Pharmacopoeia standards for each product where standards have been fixed. Also a number of Federal food inspection "Notices of Judgment" are referred to, to show adulterations being found in various products, in modern food inspection. A quite complete bibliography of original contributions, on the chemistry and analysis of the various products, is listed after each section dealing with

To make such a work complete would be a monumental task and therefore any such book is necessarily limited in its value to official chemists. More than any other group of chemists, the official food and drug chemists must have constant access to a fairly complete special library consisting of hundreds of books of reference, research, official reports, legal documents, investigations and scientific society proceedings, dating back thirty years. The writer has been accumulating them for 25 years and if only the valuable data was incorporated into one book, it would be larger than the unabridged dictionaries. Hence any criticism on the score of completeness is unwarranted and one can only say, that as far as the book under review goes, it is modern and accurate. To the readers of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW the section of greatest interest would be that on "Volatile Oils," wherein nearly all of the oils used in flavoring extracts and in pharmacy are listed and individually dealt with, specific adulteration reported in Federal Notices of Judgment being given when possible. A hasty review shows some well-known official tests to be left out or only referred to in the bibliographies. Thus the official Hiltner method for citral in flavoring extracts is not given and the same is true of a number of other official tests on oils and extracts. In a book, primarily for analysts not already familiar with official analytical methods, such omissions are unfortunate. In other words the book is not as valuable to those unofficial chemists, who may have use for it, as it might have been. However, it will serve to awaken a great many commercial and other analysts to a realization of what is involved in modern food and drug inspection analysis.

Another volume, dealing with other foods and drugs other than those included (see above) is contemplated by the author.

R. O. Brooks.

#### NEW INCORPORATIONS

(Our readers who may wish to take advantage of this department are advised that it is desirable to write, not send circulars, to more than one of the names mentioned in the incorporations. Except in the case of the incorporation of old firms, the postal people may have no ready reference for addresses of new business enterprises.)

Coty, deal in toilet articles, \$11,000,000 capital stock, has been incorporated in Delaware by B. E. Levy, Paul Fuller, Jr., New York; P. A. Shay, Brooklyn.

Hixson Soap Co., Pasadena, Cal., has been formed with a capital stock of \$50,000.

Hudson Alcohol Co., Inc., 761 Bergenline avenue, West New York, N. J., buy and sell denatured alcohol, \$10,000 capital stock, has been incorporated by Abe D. Levison and others. Dominick Curcio is agent.

Pilogen Corp., Manhattan Borough, New York City, toilet preparations, \$100,000 capital stock, has been incorporated by B. and A. and G. Camargo. Attorneys, Kelly, Hewitt & Harte, 41 East 42nd street,

Robert Arnow Co., Manhattan Borough, New York City, toilet articles and umbrellas, \$5,000 capital stock, has been incorporated by R. Arnow, I. Sherman, M. A. Pike. Attorney, P. Abelson, 35 Nassau street.

Krano-Zemo Skin Products Co., toilet articles, \$750,000 capital stock, has been incorporated in Delaware by E. Harmon, Girard, Kan.; Chas, K. Walker, Claud E. Oxbun, Pittsburgh, Kan. Corporation Guarantee & Trust Co.

Star Extract Works, Manhattan Borough, New York City, flavoring extracts, \$75,000 capital stock, has been incorporated by D. and M. and C. Katzenstein. Attorneys, Engel Bros., 132 Nassau street.

Verdina Co., Manhattan Borough, New York City, make perfumes, \$5,000 capital stock, has been incorporated by S. H. Schreiber, S. T. Haler, D. Alexander, Attorneys, Olcott, Bonynge, McManus & Ernst, 170 Broadway.

Standard Allotment Corp., Manhattan Borough, New York City, toilet articles, groceries, \$50,000 capital stock, has been incorporated by L. Gates, Jr., S. V. Turits, J. J. Hall. Attorneys, Weil & Purvin, 291 Broadway.

Franks Chemical Co., Brooklyn Borough, New York City, make soaps, etc., \$30,000 capital stock, has been incorporated by A. M. Rosenthal, J. M. Franks, P. M. Lah. Attorneys, Davis, Siegel & Nathan, 34th street and Broadway.

Thierry Perfumery Co., Denver, Col., \$150,000 capital stock, has been incorporated by S. Thierry, Lucien Pigot and H. P. Clark.

D'Heraud of Paris, Manhattan Borough, New York City, make perfumes, \$20,000 capital stock, has been incorporated by L. and P. Blume, M. L. Cohen. Attorney, S. M. Newman, 63 Park Row.

C. P. Trovalo Co., Brooklyn, N. Y., tallow, \$10,000 capital stock, has been incorporated by P. C. Trovalo, A. J. Heins, F. J. Greco, Attorney, H. Strizver, 38 Park Row.

Chex Products Corp., Manhattan Borough, New York City, make toilet articles, \$250,000 capital stock, has been incorporated by V. and S. G. Prager, F. Stein. Attorney, A. T. Scharpe, Tribune Building.

Wolmark Chemical Co., Manhattan Borough, New York City, \$5,000 capital stock, has been incorporated by A. C. Wolmark, W. A. Holman, R. Levinson. Attorney, E. L. Corbett, 18 Vesey street.

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#### IN MEMORIAM FOR DEPARTED FRIENDS

BAAR, JOHN X., proprietor of the Long Island Soap Works, Brooklyn, N. Y., January, 1916.

Bergin, John J., Los Angeles Soap Co., Los Angeles, Cal., January, 1912.

BUCHAN, JOHN, Buchan Soap Co., Cleveland, O., January, 1909.

Burr, Edwin Henry, New York manager for Roure-Bertrand Fils and Justin Dupont, New York, January, 1920. EAVENSON, LEWIS LINCOLN, soap manufacturer, Camden, N. J., January, 1914.

FAVOR, OTIS, S., pioneer soap manufacturer of Chicago, January, 1915.

FORTMEYER, IRA T., for fifty-six years with Colgate & Co., New York, East Orange, N. J., January, 1916.

GILLESPIE, FREDERICK R., head of Hammil & Gillespie, New York City, January, 1919.

Hoefner, Anselm, of A. Hoefner & Sons, Buffalo, N. Y., January, 1912.

KILLEEN, MICHAEL, father of Edward V. Killeen, of George Lueders & Co., New York, January, 1912.

KIRK, MILTON W., president of James S. Kirk & Co., Chicago, January, 1916.

MARSH, FRANK B., ex-president Manufacturing Perfumers' Association, New York City, January, 1918.

MILLER, SAMUEL M., Miller Soap Co., East Penn. Junction, Pa., January, 1911.

MORENA, JACQUES A., Ferrand et Cie, Grasse, January, 1910.

MYERS, CHARLES A., superintendent manufacturing department of R. H. Macy & Co., New York, January, 1918.

Pappazoglou, M. Dontcho B., of Botu Pappazoglou & Co., Kazanlik, Bulgaria, January, 1919.

REMINGTON, PROF. JOSEPH P., chairman Committee on Revision U. S. P., Philadelphia, January, 1918.

RUSSELL, CLIFFORD A., proprietor of Russell & Co., New York City, January, 1919.

SCHANG, PAULINE WURSTER, wife of Frederick Schang, Jr., son of partner in Lorscheider-Schang Co., January, 1920.

SCHMIDT, RICHARD M., of the George A. Schmidt Co., Chicago, Ill., January, 1915.

SELICK, CHARLES HENRY, perfume manufacturer, New York City, January, 1917.

TOENNIES, FERDINAND E., president of Heine & Co., New York, January, 1919.

WALWORTH, WARREN F., the Abner Royce Co., Cleveland, O., January, 1908.

White, George R., controlling owner of Potter Drug & Chemical Corporation, Malden, Mass., January, 1922.

WINDSOR, MILLARD F., president of Windsor Soap Co., Inc., Buffalo, N. Y., January, 1920.

## J. L. Strawn-Mrs. A. P. Babcock

Two deaths within two days caused general regret in the establishments of the A. P. Babcock Co., perfumers, 501 Fifth avenue, New York. On December 22, Mrs. Mary L. Babcock, widow of Alfred P. Babcock, founder of the firm, died at the home of her daughter, Mrs. Lewis E. K. White, at Glen Head, Long Island, where funeral services were held on the morning of the 26th.

On December 23 J. L. Strawn, credit manager of the A. P. Babcock Co. and connected with the firm for fourteen years, was stricken with heart failure on an Eric Railroad train about 7:30 in the evening, while returning to his

home at Pearl River, N. Y. He is survived by his widow and three children, two daughters and one son. Mr. Strawn had made himself a valuable assistant to H. Henry Bertram, president and general manager of the Babcock company.

#### Frank P. Rudolph

Frank P. Rudolph, first vice-president of the American Can Co., died December 27 at his residence in Winnetka, Ill., at the age of 64. Mr. Rudolph contracted what was considered as a slight cold and his condition was not considered serious until the 25th, when pneumonia developed, and he sank rapidly. Mr. Rudolph was not only a pioneer can maker, but was the inventor of the coating process which made lithographing possible on tin plate. At the time of the formation of the American Can Co. Mr. Rudolph was interested in the Illinois Can Co. as also the tin decorating concern of Rudolph & Krummel, both of which were taken over by the new corporation. Since the formation of the American Can Co. Mr. Rudolph has been very active in its service as first vice-president and director, with headquarters at Chicago.

Mr. Rudolph is survived by Mrs. Rudolph, two young sons and a daughter. The interment was from the Winnetka home, December 30.

#### Obituary Notes

Edward H. Lyons, who retired three years ago as vice-president of I. W. Lyons & Sons, Inc., manufacturers of tooth powder, this city, died on January 1, after a long illness. He was born in 1857 in Stockton, Cal., but had lived in Englewood, N. J., 30 years. His wife, two daughters and a son survive. Interment was at Englewood.

F. H. Sawyer, Chicago representative of the Compagnie Duval, New York, died of pneumonia on January 3. He formerly lived in New York, but had been in Chicago several years. He was 32 years old and was married recently.

## PURE FOOD AND DRUG NOTES

(Continued from page 500)

of state food laws. The texts of the standards and definitions, in part, are as follows:

b. Soda Water Flavors and Soda, Soda Water

Ginger Ale Flavor, Ginger Ale Concentrate, is the flavoring product in which ginger is the essential constituent, with or without aromatic and pungent ingredients, citrus oils, and fruit juices.

Ginger Ale is the carbonated beverage prepared from Ginger Ale Flavor, sugar (sucrose) syrup, harmless organic acid, potable water and caramel color.

c. Edible Vegetables Oils and Fats

2. Cacao Butter, Cocoa Butter is the edible fat obtained from sound cacao beans (seeds of Theobroma cacao L., or other closely related species), either before or after roast-ing

D. Condiments (Other Than Vinegar and Salt)
a. Spices

10. Cayenne Pepper, Cayenne, is the dried, ripe fruit of Capsicum frutescens L., Capsicum baccatum L., or some other small-fruited species of Capsicum. It contains not less than fifteen per cent (15%) of non-volatile ether extract, not more than one and five-tenths per cent (1.5%) of starch, not more than twenty-eight per cent (28%) of crude fiber, not more than eight per cent (8%) of total ash, nor more than one and twenty-five hundredths per cent (1.25%) of ash insoluble in hydrochloric acid.

## b. Flavoring Extracts

5a. Oil of Cassia is the lead-free volatile oil obtained from the leaves or bark of Cinnamonum cassia Bl., and contains not less than eighty per cent (80%) by volume of cinnamic aldehyde.



#### NOTE TO READERS

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This department is conducted under the general supervision of a very competent patent and trade-mark attorney This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four-co-ordinate branches of the essential oil industry, viz.: Perfumes, Soap, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are pre-ceded by the letter "M" have been granted registration edded by the letter "M" have been granted registration under the Act of March 19, 1920. The remainder are those applied for under the Act of February 20, 1905, and which have been passed to publiciation.

Inventions Patented are designated by the letter "P." Designs Patented are designated by the letter "D."

All inquiries relating to patents, trade-marks, labels, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPT., Perfumer Pub. Co. 14 Cliff St., New York,

## TRADE-MARK REGISTRATIONS APPLIED FOR (Act of February 20, 1905.)

146,079.—Laundrene Soap Co., Scattle, Wash. (Filed Apr. 12, 1921. Used since Jan. 15, 1920.)—Soap. 151,711.—The DuBois Soap Company, Cincinnati, Ohio. (Filed Aug. 12, 1921. Used since June 15, 1920.)—Scouring and Mopping Powder. Potash Oil Soap, Soap Powder, Jelly Soap, Scouring Bars, Toilet Soap, Liquid Soap, and Shampoo Soap.

152,586.—Podesta Import Company, San Francisco, Calif. (Filed Sept. 3, 1921. Used since May 23, 1921.)—Olive

154,369.—H. Kohnstamm & Co., New York, N. Y., assignor to H. Kohnstamm & Co., Inc., a Corporation of

(Filed Oct. 20, 1921. Used since January, New York. 1916.)—Washing Powder for Laundry Purposes.

1916.)—Washing Fowder for Latinury Furposes.
160,857.—Stephen J. Beggs, doing business as Lady Grey Company, Chicago, Ill. (Filed Mar. 18, 1922. Used since Dec. 19, 1921.)—Face Powder, Talcum Powder, Cold Cream, Vanishing Cream, Shampoo, Toilet Water, Rouge, Perfume, Almond Cream, Lip Stick, Eyebrow Pencil,

Dandruff Remedy, and Tooth Paste, 160,970.—Pierre Lemoine Cie, Inc., New York, N. Y. (Filed Mar. 20, 1922. Used since Oct. 1, 1915.)-Per-

161,107.—Blanchette-Gazzara Corp., Chicago, Ill. (Filed Mar. 23, 1922. Used since July 1, 1920.)—Olive Oil, 162,847.—Opax Products Company, Elyria, Ohio. (Filed Apr. 24, 1922. Used since Sept. 1, 1921.)—Washing

163,024.—American Excelsior Trading Company, New York, N. Y. (Filed Apr. 28, 1922. Used since Mar. 1, 1922.)—Face Powder.

163,128.—The Almo Co., New York, N. Y. (Filed May 1922. Used since Apr. 26, 1922.)—Novelty Perfumery Containers.

May 3, 1922. Used Jan. 18, 1922.)—Hand Cream.
163,659—Laddie A. Williston, doing business as Mrs.
T. A. Williston, Oakland. Calif. (Filed May 10, 1922.)
Used since Apr. 19, 1922.)—Cosmetics—Namely, Face Used since Apr. 19, 1922.)—Cosmetics—Namely, Face Powder, Face Lotions, Face Creams, Blackhead-Removing Compound, Lotion for Correcting Sagging Muscles of the

Compound, Lotion for Correcting Sagging Muscles of the Face, and Astringent Lotions.

163,855.—Bolitho & Stringer, Paris, France. (Filed May 15, 1922. Used since Jan. 31, 1922.)—Face Creams, Face Powders, Liquid Preparations for Application to the Skin or to any Diseased or Bruised Part for Healing or Cleansing, Perfumes. Dentifrices, and Complexion Clay.

164.436.—Bertha Hurewich, Philadelphia, Pa. (Filed May 24, 1922. Used since February, 1922.)—Dry Shampoo Preparation

Preparation.

164,548.—Lever Brothers Company, Cambridge, Mass. (Filed May 26, 1922.) Used since May 16, 1922.)—Soap.

164,872.—Dearborn Chemical Company, Chicago, III. (Filed June 3, 1922. Used since July 1, 1918.)—Cleaner for Softening Hard Water. Clean Light and Delicate Parts.

164,942.—Opazel Laboratories, Inc., New York, N. Y. (Filed June 3, 1922. Used since May 1, 1922.)—Medicated Cream for the Treatment of Wrinkles, Acne, Eczema and All Forms of Skin Eruptions.

165,029.—Jessica Ogilvie, doing business as Ogilvie Sisters, New York, N. Y. (Filed June 5, 1922. Used since 1917.) —Liquid Powder Adapted for Toilet Use.

165,825.—Standard Oil Company, Whiting, Ind., and Chicago, Ill. (Filed June 21, 1922. Used since Jan. 19, 1921.)-Petroleum Jelly.

165,985.—J. F. Curran Corporation, New York, N. Y. (Filed June 24, 1922. Used since Mar. 15, 1922.)—Dandruff

165,989.—The Espiem Company, New York, N. Y. (Filed June 24, 1922. Used since April 1, 1921.)—Powder

166,363.—Fabyan & Company, Inc., New York, N. Y. (Filed July 1, 1922. Used since June, 1921.)—Particular description of goods.—Epsom Salts, Bicarbonate of Soda, Boric Acid, Borax, Rochelle Salts, Alum, Sulphur, Talcum Powder, Licorice Powder, Precipitated Chalk, Camomile Flowers, Fennel Seed, Cream of Tartar, Oxalic Acid, Scholar Powder, Precipitated Chalk, Camomile Flowers, Fennel Seed, Cream of Tartar, Oxalic Acid, Scholar Powder, Precipitated Chalk, Camomile Flowers, Fennel Seed, Cream of Tartar, Oxalic Acid, Scholar Powder, Precipitated Chalk, Camomile Flowers, Fennel Seed, Cream of Tartar, Oxalic Acid, Scholar Powder, Precipitated Chalk, Camomile Flowers, Fennel Seed, Cream of Tartar, Oxalic Acid, Scholar Powder, Precipitated Chalk, Camomile Flowers, Fennel Seed, Cream of Tartar, Oxalic Acid, Scholar Powder, Precipitated Chalk, Camomile Flowers, Precipitated Chalk, Camomile Flowe Flowers, Fennel Seed, Cream of Tartar, Oxalic Acid, Sulphur Powder, Senna Leaves, Anise Seed, and Tincture of Green Soap, Tincture of Iodine, Extract of Sarsaparilla, and Extract of Wild Cherry. The Extract of Sarsaparilla, Extract of Wild Cherry, and Precipitated Chalk Are for Medicinal Purposes.

166,429—American Toilet Goods Company, Boston, Mass. (Filed July 3, 1922. Used since June 15, 1913.)

—Face Powders, Talcum Powders, Sachet Powders, Toilet Powders, Compacts, Lip Sticks, Toilet Waters, Perfumes, Creams, Vanishing Creams, and Toilet Creams.

166,480.—George James Southworth, Medicine Lodge, Kans. (Filed July 3, 1922. Used since 1889.)—Skin

166,496.-E. Burnham, Inc., Chicago, Ill. (Filed July 5, Used since 1908.) -- Preparation for Straightening

166,648.—J. C. Clark, Omaha, Nebr. (Filed July 10, 1922. Used since Mar. 9, 1922.)—Preparations for Pyorrhea—Namely, Astringent Tooth Paste and Mouth Wash.

166,940.—Alexander P. Eliaves, doing business as A. Louis Manufacturing Co., Washington, D. C. (Filed July

5, 1922. Used since Apr. 5, 1922.)—Hair Tonic. 167,159.—Guy E. Brignall, doing business as Lite Soap ompany, Aurora, Ill. (Filed July 21, 1922. Used since

Company, Aurora, Ill. (Filed July 21, 1922. Used since June 1, 1922.)—Household Soap. 167,186.—Peter Meyer, doing business as The Elvin Company, New York, N. Y. (Filed July 21, 1922. Used since June 15, 1922.)—Toilet Preparations—viz, Compact Faces Payer and Compact Rouge. Powder and Compact Rouge.

167,345.—Paul Balme, doing business as B. Paul, New ork, N. Y. (Filed July 25, 1922. Used since October, N. Y. (Fil-Hair Dye.

167,381.—Century Chemist Incorporated, Chicago, Ill. (Filed July 26, 1922. Used since June 15, 1922.)—Preparation in Paste Form for Cleansing and Softening the

167,585.—John P. Spake, doing business as The Hair-O Laboratories Co., Atlanta, Ga. (Filed July 29, 1922. Used since July 29, 1922.)—Preparation for Treating Scalp

Diseases and Stimulating the Growth of Hair. 167,648.—Precision Metal Workers, Chicago, Ill. (Filed July 31, 1922. Used since Mar. 1, 1922.)—Hand Soap Powder, Hand Soap Paste, and Carbolated Soap Paste.

Powder, Hand Soap Paste, and Carbolated Soap Paste. 167.677—Thomas L. Hogan, doing business as Floreal Parfums Delicats, Syracuse, N. Y. (Filed Aug. 1, 1922. Used since June 20, 1922.)—Face Powders, Face Creams, Perfumes, Toilet Waters, Rouges, Hair Tonics, Hair Oils, Dandruff Remedies, Dentifrices, Tooth Powders, Nail Polishes, Sachet Powders, Deodorizing Preparations, Antientics, and Disinfectants. 167,695.—Talcum Puff Co., Inc., Asheville, N. C. and

Brooklyn, N. Y. (Filed Aug. 1, 1922. Used since June 1, 1922.)—Talcum Powder.

1, 1922.)—Talculi Power. 167,766.—A. Bourjois & Co., Inc., New York, N. Y. (Filed Aug. 3, 1922. Used since June, 1922.)—Toilet Preparations, Particularly Rouge. 167,820.—Nakey P. Kipuroff, Columbus, Obio. (Filed

Aug. 4. 1922. Used since December, 1921.)—Hair Tonic, 167,873.—Haskins Brothers & Company, Sioux City, lowa and Omaha, Nebr. (Filed Aug. 7, 1922. Used since July 24, 1922.) - Soap.

167,875.—Robert J. Henry, Alameda, Calif. (Filed Aug. 1922. Used since June 28, 1922.)—Cleansing Solution Having Bleaching Properties.

167,876.—Edgar A. Hughbanks, doing business as The Radiol Company, Milwaukee, Wis. (Filed Aug. 7, 1922. Used since June 6, 1921.)—Hair Tonic.

167,940.—Gloria Co., Chicago, Ill. (Filed Aug. 8, 1922. Used since July 15, 1922.)—Face Enamel, a Facial Application for Use as a Skin Curative.

168,250.—John D. Boyle, New York, N. Y. (Filed Aug. 15, 1922. Used since Aug. 14, 1922.)—Foot Powders. 168,265.—Keller-Snelson Co., Vinita, Okla. (Filed Aug. 15, 1922. Used since June 1, 1922.)—Remedy for Dandruff. 168,327.—Mar-Son Medicine Co., St. Louis, Mo. (Filed Aug. 16, 1922.) Used since July 17, 1922.)—Dentifrice, Particularly Programmer Remedy and Tooth Particular Programmer and Particular Programmer and Programmer and

Particularly Pyorrhea Remedy and Tooth Paste. 168.338.—Sharp & Dohme. Baltimore, Md. (Filed Aug. 16, 1922. Used since Jan. 20, 1920.)—Benzyl Benzoate in Liquid and Capsule Form.

168.345.—Paul Westphal, doing business as Paul Westphal Co., Garden City, N. Y (Filed Aug. 16, 1922. Used since Aug. 4, 1922.)—Hair Tonic.
168.356.—D. & N. Drug Co., Fort Wayne, Ind. (Filed Aug. 17, 1922. Used since September, 1907.)—Lotion for Chestral Heads.

Channed Hands

168,427.—National Aniline & Chemical Company, Incorporated, New York, N. Y. (Filed Aug. 18, 1922. Used since July 12, 1922.)—Certified Food Colors. 168,537.—Mae Edna Wilder, Rochester, N. Y. (Filed Aug. 21, 1922. Used since January, 1904.)—Cold Cream. 168,586.—The New Zealand Refrigerating Company

168,586.—The New Zealand Refrigerating Company, Limited, Christchurch, New Zealand. (Filed Aug. 22, 1922. Used since July 30, 1896.)—Tallow Largely Used

in Soap Making.

168,587.—The New Zealand Refrigerating Company,
Limited, Christchurch, New Zealand. (Filed Aug. 22,
1922. Used since July 30, 1896.)—Tallow Largely Used in Soap Making.

in Soap Making.
168,591.—Alberto Vales Company, New Orleans, La.
(Filed Aug. 22, 1922. Used since January, 1922.)—Soap.
168,627.—B. Aurelia Archambault, St. Louis, Mo. (Filed Aug. 24, 1922. Used since July 1, 1922.)—Hair Elixir.
168,868.—F. R. Arnold & Co., New York, N. Y. (Filed Aug. 30, 1922. Used since July 8, 1921.)—Toilet Preparation for Refreshing and Rejuvenating the Skin and for Removing Wrinkles.

Removing Wrinkles.

168,985.—Belmont L. Shields, doing business as Dandereater Company. Leesville, La. (Filed Sept. 1, 1922. Used since May 30, 1922.)—Hair Tonic.

169,067.—Mary L. Moton, Washington, D. C. (Filed ept. 5, 1922. Used since June 1, 1922.)—Hair Dressing, 169,156.—Bristol-Myers Company, New York, N. Y. Filed Sept. 7, 1922. Used since Apr. 1, 1922.)—Cold (Filed Sept. 7, 1922.

-Donald F. Brownewell, Canton, Ohio. Sept. 11, 1922. Used since Mar. 1, 1914.)—Cleaning Compound for Cleaning Carpets, Fabrics, and Woodwork, and

Hand Soap. 169,301.—F. C. Hayes, Newport, R. I. (Filed Sept. 11,

1922. Used since September, 1921.)—Hair Tonic. 169,341.—Norman L. Wills, New York, N. Y. (Filed Sept. 11, 1922. Used since July 10, 1922.)—Preparation for Washing Clothes and a Household Cleaner for Washing

Woodwork, Dishes, Etc. 169,533.—Moses Alex Dickson, doing business as Dickson Chemical Co., Eatonton, Ga. (Filed Sept. 16, 1922, since June 1, 1922.)—Hair Dressing.

169,540.—Estelle B. Finlayson, New York, N. Y. (Filed Sept. 16, 1922. Used since Sept. 8, 1922.)—Hair Tonics Hair Shampeos

169,541.-Estelle B. Finlayson, New York, N. Y. (Filed

Sept. 16, 1922. Used since Sept. 8, 1922.)—Face Powders, Face Creams, Perfumes, Toilet Waters, Rouges, Hair Toiles, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes. Sachet Powders, and Deodorizing Preparations. 169,574.—Buster Brown Soap Company, Indianapolis, Ind. (Filed Sept. 18, 1922. Used since Dec. 1, 1921.)—

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Soap. 169,599—A. J. Krank Mfg. Co., St. Paul, Minn. (Filed Sept. 18, 1922. Used since Oct. 21, 1910.)—Hair Tonic. 169,631.—Charles Louis Forgey, doing business as Witcherie Laboratory, Detroit, Mich. (Filed Sept. 18, 1922. Used since July 22, 1922.)—Face Rouge. 169,659—Edward J. Watts, San Francisco, Calif. (Filed Sept. 18, 1922. Used since July 1, 1922.)—Shampoos. 170,122—Cerecedo Hnos. & Co., Sucrs., San Juan. P. R. (Filed Sept. 30, 1922. Used since Aug. 11, 1922.)—Soap. 170,290.—Harral Soap Co., Inc., Brooklyn, N. Y. (Filed Oct. 4, 1922. Used since January, 1921.)—Soaps.

## TRADE-MARK REGISTRATIONS GRANTED (Act of March 19, 1920.)

(These registrations are not subject to opposition.) (These registrations are not subject to opposition.)
162,637.—Fitzpatrick Bros, Chicago, Ill. (Filed Oct. 6, 1921. Serial No. 153,801. Used since 1907.)—Soaps.
163,217.—Atlanta Barbers' Supply Co., Atlanta, Ga. (Filed June 14, 1921. Serial No. 149,116. Used since July, 1917.)—Toilet Water and Face Lotions.
163,218.—Atlanta Barbers' Supply Company, doing business as Atlantic Barbers' Supply Co., Atlanta, Ga. (Filed Jan. 31, 1922. Serial No. 158,668. Used since Oct. 1, 1921.)
Hair Tonies and Dandruff Preparative.

Tonics and Dandruff Preventative. 163,222.—Colgate & Company, Jersey City, N. J. (Filed Aug. 10, 1922. Serial No. 168,024. Used since Aug. 1, 1921.)-Liquid and Powdered Perfumes.

1921.)—Liquid and Powdered Perfumes.

163,231.—Harry Flamhaft, doing business as the Royal Perfume Co., Boone, Iowa. (Filed June 25, 1921. Serial No. 149,635. Used since May 15, 1919.)—Toilet Cream. 163,239.—Mifflin Chemical Corporation, Philadelphia, Pa. (Filed June 29, 1922. Serial No. 166,235. Used since May 12. 1921.)—Antiseptic Preparation 163,240.—Mifflin Chemical Corporation, Philadelphia, Pa. (Filed Dec. 8, 1921. Serial No. 156,458. Used since Nov. 14. 1921.)—Preparation for External Use for Bathing, etc. 163,241.—Mifflin Chemical Corporation, Philadelphia, Pa. (Filed Nov. 18, 1921. Serial No. 155,566. Used since Oct. 1, 1921.)—Preparation for External Use for Bathing. 163,242.—Est. Henry C. Miner, Inc., New York, N. Y. (Filed May 23, 1922. Serial No. 164,336. Used since Sept. 29, 1920.)—A Chemical Preparation in Paste Form for

(Filed May 23, 1922. Serial No. 164,336. Used since Sept. 29, 1920.)—A Chemical Preparation in Paste Form for Blackening the Skin.

163,250.—Peter D. Siggia, Hackensack, N. J. (Filed Nov. 23, 1921.)—Flair Stimulant, Dandruff and Eczema Killer.

163,428.—Henry N. Creger, doing business as Red Gum Products Co., San Prancisco, Calif. (Filed July 10, 1922. Serial No. 166,649. Used since February, 1914.)—Retiring Cream

Cream.
163.433.—The Globe Soap Company. Cincinnati, Ohio, (Filed Sept. 6, 1922, Serial No. 169,127. Used since July 12, 1922.)—Soap.
163.434.—Graham Bros. Soap Company. Chicago, Ill. (Filed July 10, 1922. Serial No. 166,684. Used since January, 1909.)—Toilet Soap.

## DESIGNS PATENTED

61.753.—Vanity Box. Theodore Clyde Foster. Providence, R. I., assignor to Theodore W. Foster & Bro. Co., Providence, R. I., a Corporation of Maine. (Filed Sept. 7, 1922. Serial No 3.639, Term of patent 3½ years. 61.762.—Vanity Case. Theodore W. Foster, Providence, R. I., assignor to Theodore W. Foster, Providence, R. I., assignor to Theodore W. Foster and Brother Company, a Corporation of Maine. (Filed Nov. 25, 1921. Serial No. 517.795. Term of patent 3½ years. 61.783.—Powder Container or Similar Receptacle. Clen S. Humphrev. Brocklyn, N. Y. (Filed June 26, 1920. Serial No. 392,097. Term of patent 7 years. 61.784.—Powder Container or Similar Receptacle. Clen S. Humphrev. Brocklyn, N. Y. (Filed June 26, 1920. Serial No. 392,098. Term of patent 7 years.

## PATENTS GRANTED

1,439,685.—Production of Light-Colored Fatty Acids. John W. Bodman, Western Springs, Ill., assignor to William Garrigue & Company, Inc., New York, N. Y., a Corporation of New York, (Filed Sept. 21, 1920. Serial No. 411,846. 5 Claims. (Cl. 87–4.)

3. A process of producing light colored fatty acids

s. A process of producing light colored fatty acids and thoroughly commingling the vapors with a heated gaseous carrier, causing a stream of the commingled gaseous mass to progress at high speed, subjecting the stream to centrifugal action while expanding the volume of the same, but maintaining the temperature above the distilling point of the fatty acids, and subjecting the stream to a scrubbing action during such treatment, and thereafter condensing the fatty acids at a point removed from that at which the centrifugal and scrubbing actions took place.

1,439,734.—Powder Puff. Victor Guinzburg, New York, N. Y., assignor to I. B. Kleinert Rubber Company, New York. N. Y., a Corporation of New York. (Filed Sept. 2, 1922. Serial No. 585,848. 8 Claims. (Cl. 132—78.5.)

1. An article of the class described comprising a powder puff having means for retaining air within it. puff having means for retaining air within it.

1,439,749.—Toilet Device. Howard S. Neiman, Brooklyn, N. Y. (Filed Dec. 31, 1921. Serial No. 526,435. 4 Claims. (Ci. 132—79.)

2. In a toilet device, in combination, a mirror frame, a mirror carried by the frame, a cosmetic-stick cover. pivotal means connecting the cosmetic-stick cover and the mirror frame whereby the cover may be revolved in a plane perpendicular to the plane of the frame, a cosmetic stick carried within the cosmetic-stick cover and a guard stick carried within the cosmetic-stick cover and a guard preventing the accidental removal of the stick from the

1,440,876.—Vanity Case. William G. Kendall, Newark, N. J. (Filed June 29, 1920. Serial No. 392,850. 3 Claims. N. J. (Filed (Cl. 206-37.)

1. The combination with a vanity case having a pro-tuberance upon the inner surface of its wall at the ends thereof, and a member disposed within the case and constituting a partition and comprising resiliently connected side portions normally spread and provided with laterally deflected tongues designed to bear against one side of a cosmetic pad or the like disposed within the case and to urge the pad into engagement with the protuberance at the respective end of the case.

1,441,705.—Container. Albert I., Nickerson, Brockton, Iass. (Filed July 3, 1920. Serial No. 393,879, 1 Claim. Mass. (Cl. 221--60.)

A container having, in combination, a neck portion provided with grooves formed in the opposite sides thereof and closed at their upper ends said grooves each comprising a portion extending longitudinally of said neck portion and a helical portion extending circumferentially around said neck portion, a cap slidably mounted upon said neck portion and embodying therein ears having projections thereon adapted to engage the helical portion of said grooves whereby said cap may be forced against the upper end of said neck portion, said projection also constituting pivots for said cap when said projections are located at the upper ends of the longitudinal portion of said grooves.

#### Increase in Patent Fees in Czechoslovakia

The fees for filing patents in Czechoslovakia have recently been increased. The patent law, however, remains unchanged. The application fee has been raised to 30 Czechoslovak crowns. The annual fees, payable in advance, increases progressively, but not always reglarly, for the first year, 60 crowns, second year, 75 crowns, and on up to 1,020 crowns for the fifteenth year. There are also stamp fees which vary with the number of sheets and papers necessary to obtain the patent. Applications for patents must be made to obtain the patent. Applications for patents must be made through a Czecho-Slovak citizen.

Besides carefully scanning the text pages of this journal every month our readers will find much information, usually of considerable value, in the advertising announcements.



#### BRAZIL

Perfumery Imports—Consul General Alphonse Gaulin, at Rio de Janeiro, supplies these figures of Brazil's perfumery imports, with countries of origin:

United States France Great Britain Germany	1913	1920	1921
	\$54,881	\$550,614	\$63,873
	922,010	1,533,589	522,434
	48,744	184,317	81,175
	55,238	46,870	34,461
Total \$	1,132,991	\$2,366,525	\$727,607

Commercial Attache Schurz reports as follows:

"The Brazil market favors high-class French toilet preparations and perfumes. An American firm manufacturing locally has built up a good business. Good market for American dental preparations. Demand for ordinary soaps and other lines being increasingly met by native production."

#### GERMANY

CUSTOMS DECLARATIONS REQUIRED FOR PARCEL-POST PACKAGES.—In the future all parcel-post packages for Germany must be accompanied by two customs declarations (Form 2966). The spaces headed "Description of parcels," "Contents," and "Value" must be left blank on one copy, but on the other they must be accurately filled out. The name and address of the addressee and of the sender, as well as the date of mailing, must be fully and clearly indicated in the spaces provided on both forms.

#### ITALY

MILAN FAIR.—American Chamber of Commerce for Italy has given its approval to the Fourth Sample Fair to be held at Milan April 12 to 27, 1923. The number of groups will be amplified and novelties are planned. The first permanent buildings will be occupied, providing space of at least 150,000 square meters for the exhibitors. The Chamber reports the last fair as having been very successful.

#### MEXICO

DUTY ON GLASS BOTTLES.—A Mexican decree, effective from December 20, 1922, makes the following changes in the import duties on glass bottles, jars and flasks:

Item.	Articles.	Peso. Per gross kilo
286	Bottles, jars, or flasks of glass, not cut or orna- mented, when the net weight of each piece is	
287	up to 50 grams	
-	than 50 and up to 100 grams	.14
288	When the net weight of each is more than 100 and up to 200 grams	
288-A	Same, when the net weight of each is more than 200 and up to 400 grams	
288-B	- Same, when the net weight of each is more	
	than 400 grams	.06

In addition to the basic duties surtaxes amounting to 12 per cent of the import duty are collected.

(Continued on Page 518)

#### THE MARKET

## Essential Oils, Aromatic Chemicals, Etc.

With prices for the great majority of essential oil products on a basis which compares favorably with the lowest levels of former years, and with quality of the stock now on offer perhaps better than any seen in recent years, it is not surprising that purchasing operations generally have been resumed on a broad scale. The average consumer has shown a willingness to contract ahead for the next six months in the face of an irregular price movement in which the predominating trend has been upwards. The deflation process which had been in evidence during the last quarter of 1922, resulting from the free listing of so many products under the new tariff, gave way to more buoyancy and activity as we entered the new year. While imports of most products are still being offered freely from sources of production throughout the world shortages have developed, such as in citronella and cloves, which have sent consumers of these oils scampering to cover.

A shortage of citronella has been indicated for some time owing to light crops both at Ceylon and Java. The big soap manufacturers who use the Java are bidding up to 85 cents for it, while cables from Ceylon indicate nothing more is available of that oil until February-March and prices for this position are up to 61@62 cents. Just when it was beginning to look as though clove prices would have to react in keeping with a lower raw material market it developed that producers in Zanzibar began to buy back their contracts on cloves from London. This sent London buyers to New York. In January cloves were selling at \$1.40@\$1.50. Instead of declining as expected the market has since gone up over 60 cents a pound.

The volume of bookings in most essential oils has been in the face of an unusual volume of red tape here in the nature of inventory taking. There has been active planning of sales campaigns for the new year, and with consumers' stocks rather low it is not unlikely that some substantial buying will make its appearance. Shipments of essential oils which were contracted for after the tariff went into effect are now arriving and imports of late have been larger though not unwieldy. In some instances prices are still abnormal due to small production. Caraway seed which is selling at \$6.75 and is worth \$1.50 normally is an example in point. Holders of the citrus oils will not admit the weak shipment position. West Indian orange is being very strongly maintained in this market and sweet Italian is quite firm being quoted at only a few cents less.

quite firm, being quoted at only a few cents less. A generally stronger market has been displayed by most of the important floral products at primary market points. African shippers of geranium have cabled prices that are materially higher, the spot position having responded by an uplift amounting to 50 cents. The low prices prevailing on oil of rose have brought more buyers into the market and as there is every prospect that higher prices will be named in the primary markets where the oil has lately been sold without producing a profit for the distiller, the absorption at current low levels has naturally been heavy. French

(Continued on Page 518)

# PRICES IN THE NEW YORK MARKET

(Quotations on this page are those made by local dealers, but are subject to revision without notice because of the present unstable conditions.)

(See last page of Soap Section for Prices on Soap Materials.)

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ESSENTIAL OI	LS		Orange, sweet, West			Diphenylmethane	2.25@	2.50
			Indies	2.35@		Diphenyloxide		
Almond, Bitter, per lb		\$5.00	Orange, sweet, Italian	2.40@		Ethyl Cinnamate	5.50@	
Almond, S. P. A		2.00	Orange, Calif	3.10@	3.25	Eucalyptol	.85@	
Almond, F. F. C. "art"	1.60@		Origanum, imitation	.30@	.40	Eugenol	4.25@	
Almond, Sweet True	.43@	.45	Orris Root, concrete, for-	1000		Geraniol, domestic	3.25@	3.75
Almond, Apricot Kernel.	.26@		eign(oz.)	4.00@	5.00	Geraniol, foreign	3.75@	
Amber, crude	1.00@	1.25	Orris Root, concrete, do-	1.000	0.00	Geranyl-Acetate	5.00@	
Amber, rectified	1.25@	1.40	mestic(oz.)	4.00@		Heliotropin, domestic	2.25@	2.50
Amyris, balsamifera	4.00@	4.50		57.00@		Indol, C. P (oz.)	9.00@	
Anise, "lead free U.S.P."	.58@	.60	Parsley	3.50@		Iso-Butyl-Salicylate	nor	minal
Aspic (spike) Spanish	.75@	.90	Patchouly	8.50@		Linalool	4.50@	
French	1.15@	1.25	Pennyroyal, American	2.40@		Linalyl Acetate	8.75@	
	2.65@	2.75	Pennyroyal, French	2.00@		Linalyl Benzoate		minal
West Indies	2.75@	0.15		3.00@	3.05	Methyl Anthranilate	5.00@	
Bergamot, 35-36 per cent	3.00@	3.15	Peppermint, redistilled	3.30@	3.40	Methyl Cinnamate		
Birch sweet N. C		2.50			3.40	Methyl Heptenone		
Penn. and Conn	3.00@		Petit Grain, So. American	1.75@	0.00	Methyl Heptine Carbon		
Birchtar, crude		1.00	Petit Grain, French	8.00@	9.00	Methyl Paracresol		15.00
Birchtar, rectified	1.50@		Pimento	1.90@		Methyl Salicylate		.70
Bois de Rose, Femelle	2.85@		Pine Needles, from Pinus	2100		Musk Ambrette		., 0
Cade, U. S. P. "IX"	.50@		Sylvestris	2.10@	6 20	Musk Ketone		
Cajeput, Native U. S. P.	.90@	1.00	Rose, Bulgaria (oz.)	6.00@	6.30	Musk Xylene		
Calamus	4.50@		Rosemary, French. (lb.)	.60@		Nonylic Alcohol		minal
Camphor, Jap, "white"	.18@	.20	Rosemary, Spanish	.48@		Phenylacetaldehyde		
Cananga, Java	2.50@		Rue	4.50@		Phenylethylic Alcohol		9.25
Cananga, Java, rectified.	3.75@	3.85	Sage	3.75@		Phenylacetic Acid		2.42
Caraway Seed, rectified	6.50@	6.75	Sandalwood, East India	7.25@	""			
Cardamom, Ceylon			Sassafras, artificial	.45@	.50	Rhodinol, Domestic		
Carvol	OPEC		Sassafras, natural			Rhodinol, Foreign		.60
Cassia, rectified, U. S. P			Savin, French	3.50@		Safrol	.55@	.00
Cedar Leaf	.90@	.95	Snake Root	18.00@		Skatol, C. P(oz.) Terpineol, C. P., domes-	37.00@	
Cedar Wood	.27@	.30	Spearmint	2.60@	-2.70	Terpineol, C. P., domes-	-00	
Celery	11,000	.00	Spruce	1.40@		tic	.50@	
Cinnamon, Ceylon	16,000		Tansy	8.50@		Terpineol, C. P., imported		minal
Citronella, Ceylon	.58@	.60	Thyme, French, red			Terpinyl Acetate		
Citronella, Java	.85@	.00	Thyme, French, white	1.00@	1.20	Thymol	4.15@	
Cloves, Bourbon			Thyme, Spanish, red	1.00@		Violet, artificial		
Cloves, Zanzibar		2.25	Vetivert, Bourbon	5.00@		Vanillin(oz.)	.43@	.47
Copiaba		.50	East India	30.50@		BEANS		
Coriander			Wintergreen, Southern	4.50@	4.75	Toules Poons Poss	050	1.00
Croton	1 150	20.00	Pennsylvania	5.25@		Tonka Beans, Para		
Cubebs		6.25	Wormseed	4.00@		Tonka Beans, Angostura.		
Cumin		13.00	Wormwood	8.75@		Vanilla Beans, Mexican		
		5.00	Ylang-Ylang, Manila	30.00@	40.00	Vanilla Beans, cut		7.50
Dillseed			Ylang-Ylang, Bourbon			Vanilla Beans, Bourbon		2 50
Erigeron	1.00@	1.10	DERIVATIVES AND C	HEMIC	CALS	whole	3.25@	3.50
Eucalyptus,	170	60		4.75@		Vanilla Beans, Bourbon		2 50
Aus., "U. S. P."	.47@	.60	Acetophenone			cut		3.50
Fennel, Sweet	1.30@	0.00	Amyl Salicylate, dom			Vanilla Beans, Tahiti yel-		200
Geranium, Rose Algerian.	8.50@	9.00	Amyl Salicylate, foreign			low label		
Geranium, Bourbon	5.50@	6.75	Anethol	1.60@		White label	2.25@	2.50
Geranium, Turkish	- 0-0		Anisic Aldehyde, foreign		4 50	SUNDRIES	4	
(palma rosa)	5.25@		Domestic	4.25@	4.50			
Ginger	5.25@		Benzaldehyde, domestic,	1 750		Alcohol cologne spirits		100
Gingergrass	3.00@		U. S. P	1.75@		gallon		
Guiac (Wood)	4.85@		Benzaldehyde, F. F. C.	1750	2.00	*Ambergris, black(oz.)		
Hemlock	1.40@	4 40	domestic	1.75@	2.00	Ambergris, gray		
Juniper Berries, rectified.	1.15@	1.40	Benzyl Acetate, domestic		0.00	Chalk, precipitated		
Lavender, English	32.00@		Benzyl Acetate, foreign		2.00	Civet horns (oz.)		
Lavender, U.S. P. "IX".			Benzyl Alcohol			Lanolin hydrous	21@	
Lemon	.72@	.75	Benzyl Benzoate			Lanolin anhydrous	25@	.31
Lemon "Calif"	.75@		Borneol	3.50@		Menthol	9.65@	10.00
Lemongrass	.75@		Bornylacetate			Musk, Cab., pods(oz.)	no	ominal
Limes, distilled	.50@		Bromostyrol	4.50@		Musk, Cab., grains. (oz.)		ominal
Limes, expressed	1.75@	2.00	Carvol	8.75@		Musk, Tonquin, grain (oz.)	40.00@	
Linaloe	2.40@	2.50	Cinnamic Acid Cinnamic Alcohol "Solid"	3.00@	3.50	Musk, Tonquin, pods (oz.)	27.00@	
Mace, distilled	1.00@		Cinnamic Alcohol "Solid"	14.00@		Orris Root, Florentine	,	
Mirbane	.15@		Cinnamic Aldehyde			whole	08@	.09
Mustard, genuine	17.00@		Citral C. P			Orris Root, powdered	1	-
Mustard, genuine Mustard, artificial	2.85@	3.00	Citronellol, domestic			granulated		)
Neroli, Bigarade, Petale	=	2,00	Citronellol, foreign			Rice Starch	16@	
Extra	175.00@	200.00	Cumarin, natural			Talc. Italian(ton)		
Neroli, Bigarade, Petale.	100.00@	150.00	Cumarin, artificial, domes-			Talc. French (ton)		
Nutmeg	.85@	.90	tic			Talc. domestic(ton)		
Opoponax	28.00@		Cumarin, artificial, for-					
Orange, bitter	2.00@		eign			*Nominal.		

#### THE MARKET

(Continued from page 516.)

lavender oil has been bought in fair quantities by perfumers, and the English oil has also entered consumption in a larger way. Bullish cables from Australia has tended to strengthen prices for oil of eucalyptus, reports current

being that the crop will be a short one.

Among domestics interest attaches to a sharp advance in terpineol resulting from the high prices prevailing for turpentine. While less active than has been the case in some time, peppermint oil has sold into new high territory, due to the close control being exercised by country holders, Sassafras has gone up 10 cents a pound, as supplies on spot and in the country are limited. Clearance of cheap lots of oil of wormseed has sent that item higher. Prices for sandalwood are up in keeping with the action of the Mysore Syndicate in London in naming higher prices for the raw material. Offers of birch tar oil are being more freely made. In a word, the general position indicates an irregular upward tendency with the volume of trading in nearly every oil showing a satisfactory increase.

## Aromatic Synthetic Products

Factors in aromatic synthetic products are agreed that the recent elimination of outside sellers has done much to strengthen the general market, although the numerous advances which were placed into effect in the first fortnight of the new year appear generally to be based on higher costs of raw materials and replacements. Much has been done in the matter of relieving the importer from the noxious delays in the matter of working out American valuation of his products and a better general understanding of the workings of the Tariff Law is now had by all. Buyers who had delayed commitments pending the appearance of more settled conditions have been quite active. The upward movement already mentioned has extended to anisic aldehyde, which is held at \$1.75@\$2; benzyl alcohol, which is held at \$1.85; benzyl benzoate, \$1.85; carvol, \$8.75; foreign and domestic citronellol, \$12; eugenol, \$4.25; methyl anthranilate, \$5; terpinyl acetate, \$2; and the ionones, which are held at about \$5.50. A leading manufacturer has announced an advance in methyl salicylate or artificial oil of wintergreen to 62 cents in 50-pound carboys. The jump in the latter product was a complete surprise, in view of the comparatively weak position of the raw material, phenol which owing to light demand was being offered in the trade as low as \$2.673 cents. Reports from Germany and Italy tell of an active demand running for the synthetic aromatic chemicals generally.

## Sundry Perfumery Products

After the recent spurt of activity in menthol the market has again turned weak on cables from Japan reporting a c. i. f. cost as low as \$8. Spot material seems to be closely concentrated, however, and it would be difficult to secure case lots at less than \$9@\$9.50 a pound. Consumers as a whole are only carrying light menthol stocks and if they expand their purchases it is deemed likely that the market will go higher. There has been a slight reaction in civet with offers at a concession of 10 cents. Legitimate demand for ethyl-alcohol are large and cologne spirits are being firmly maintained in consequence. The various natural musks are meeting good demand at \$40 an ounce for the Tonquin grain and \$27 for the pods.

## Vanilla Beans

The price tendency of vanilla beans continues distinctly upwards. An excellent demand continues in evidence from the manufacturers of extract and, with only limited stocks with which to fill these requirements, the tone of the market is unusually strong with regular Bourbon stock quoted firm at from \$3 to \$3.50 a pound, while prime material commands from \$3.50 to \$4 a pound in the open market. Prices in Marseilles have been quite strongly maintained at from 70 to 75 francs ex dock with no allowances made in excess of 10 per cent for bad stock. A steady demand has been experienced in the French markets from Continental points. Prices for Mexican vanilla beans are nomi-

nal around a basis of \$11 to \$15 a pound. The next crop of Mexicans is going to be a small one if preliminary estimates are any criterion. Last advices from Vera Cruz indicate that \$6.50 to \$7 a pound is being paid for cured beans for future delivery. Cool nights and rains have helped to ripen the green beans and the quality of vanilla for this season is expected to be decidedly good, the beans averaging about eight and one-half inches in length. The cuts are of good quality and it is estimated the season's output will be some 35,000 pounds. While some slight reaction may occur when the crop is first placed on the market, the price is expected to be higher before the season is over than it was last year.

A warning is issued to extract manufacturers and other purchasers of vanilla beans that offerings have recently appeared from upwards of a dozen places of vanilla which is purported to be of Mexican origin, but which is in reality Tahiti vanilla camaflouged to look like the Mexican product. Such offerings as have come to light have been beautifully done up to represent Mexican vanilla both as to style and packing. In some instances the bundles have been wrapped in tin foil which, however, is contrary to the customs of Mexican packers. Most of the offers have come from along the Mexican border. In discussing the situation one house points out that it is purely an attempt to take advantage of the high prices prevailing for the Mexican beans through the substitution of Tahitis, although the concern which is offering the goods is in good repute and is apparently unaware of the imposition. "While these offerings have come to our attention," said a representative of one of the important houses, "it is very unusual for attempts at chicanery to appear in vanilla and we are not inclined to believe that any serious attempt to misrepresent is being made."

#### FOREIGN CORRESPONDENCE

(Continued from page 516.)

#### MANCHURIA

Market for American Soap and Toilet Articles.— Consul General Albert W. Pontius, at Mukden, reports that Manchuria's total trade for 1921 was about \$27,300,000 more than in 1920 and doubled the 1913 total. He says: "American manufacturers are now realizing the splendid market offered in Manchuria for the sale of manufactures in many lines." Among the principal foreign importations mentioned are soap and toilet articles.

#### PERII

TRADE TOTALS, PERFUMERY AND SOAP—Peru's total imports in 1920, on figures just at hand, show \$47,794,009 from the United States, being more than half of goods received and an increase of \$11,000,000 over 1919. Exports to the United States in 1920 were \$76,445,979, being just short of half of the total and about \$16,000,000 more than in 1919. Statistics for 1921 and 1922 are not available.

Peru's perfumery and cosmetics imports in 1920 were \$994,896, an increase of about \$362,000 over 1919. The share of the United States was not more than 5 per cent. Soap imports were \$278,320, a falling off of about \$54,000. Soaps of American origin are in much greater demand than American perfumes, but consular advices are that the sale of both could be enlarged.

#### SPAIN

EXPORT DUTIES ON SOAP.—Madrid advices report the soap manufacturers are demanding the abolition of the export duties imposed on soap during the war, since the exportation of all the raw materials used in the manufacture of soap has been rendered free.



## MANUFACTURE OF SOAP: 1921 CENSUS

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The Department of Commerce announces that reports made to the Bureau of the Census show that production by establishments engaged primarily in the manufacture of soap amounted to \$240,116,000 in 1921 as compared with \$316,740,000 in 1919, a decrease of 24.2 per cent in value of products. In addition soap products to the value of \$21,140,000 were produced in 1919 by establishments classified in other industries; corresponding figures for 1921 are not available at this time.

Of the 283 establishments reporting products valued at \$5,000 and more in 1921, 43 were located in New York, 41 in Pennsylvania, 27 in Illinois, 26 in Ohio, 23 each in California and Massachusetts, 15 in New Jersey, 9 each in Missouri, Rhode Island and Wisconsin, 7 in Indiana, 5 each in Connecticut, Iowa and Minnesota, 4 each in Colorado. Kentucky and Michigan, 3 each in Kansas, Nebraska, Texas and Washington, 2 each in Georgia, Louisiana, Oregon and Utah, and 1 each in Maryland, Nevada, New Hampshire and North Carolina.

In October, the month of maximum employment, 18,466 wage earner's were reported, and in January, the month of minimum employment, 13,999-the minimum representof minimum employment, 13.999—the minimum representing 75.8 per cent of the maximum. The average number employed during the year was 16,558 as compared with 20,436 in 1919. A classification with respect to the prevailing hours of labor in the establishment in which employed shows that for 6,915, or 41.8 per cent of the total (average) number of wage earners, the prevailing hours were 48 or less per week, and for 7,689, or 46.4 per cent, the hours were between 48 and 54 per week.

The statistics for 1921 and 1919 are summarized in the following statement, the figures for 1921 being preliminary

following statement, the figures for 1921 being preliminary and subject to possible correction:

	19211	19191	Cent of De- crease
Number of establishments.  Persons engaged Proprietors and firm members. Salaried employees. Wage carners (average number). Salaries Salaries Wages Pade for contract work. Cost of materials. Value of products. Value added by manufactures.	23,022 103 6,361 16,558 \$32,566,000 13,701,000 18,865,000 614,000 150,356,000 240,116,000	279 28,919 183 8,300 20,436 \$35,400,000 14,172,000 21,228,000 640,000 238,519,000 316,740,000 78,221,000	20.4 43.7 23.4 19.0 3.0 3.3 11.1 4.0 24.2

'Statistics for establishments having production valued at less than \$5,000 are not included in the figures for 1921; 69 establishments of this class reported 34 wage earners and products aggregating \$181,800 in value. For 1919, however, data for 69 establishments of this class, reporting 32 wage earners and products valued at \$130,100, are included in the figures with exception of the item "number of establishments."

\*Denotes increase.

\*Value of products less cost of materials.

Detailed statistics of products for 1921 and 1919 are given in the following table, though figures for soap and associated products produced as subsidiary products by estab-(Continued on Page 523)

## ADVANCE OF PRICE IN FATS AND OILS

An advance approximating 50 per cent in all grades of tallow over a period of less than six months, together with varying increases in the cost of all other raw materials which enter the production of soaps, has brought announcements of advances amounting to about 50 cents a box from three of the country's principal manufacturers of laundry soaps. In other words, laundry soaps now command from \$5.45 to \$5.50 per standard case of 67½ pounds when bought in 100 case lots. In those few instances where no actual upward revision has been named in the price of soaps, manufacturers have been forced to resort to the expedient of reducing the weight for the purpose of bringing down overhead. Thus one or two producers have cut the size of their bars from thirteen ounces to twelve ounces, while others have cut from thirteen ounces to eleven ounces.

If the present position of the raw material market, which measured by the position of tallow which has jumped to 8¼ cents for city prime, 8¾ cents for special loose; 9 cents for extra and 9½ cents for the edible, is any criterion, the days of the five-cent laundry soap are numbered. one saving grace, however, the soap people generally loaded up pretty well with tallow before the big export movement set in last autumn. The consumer is now deriving the benefit of their foresightedness, since, if he had to pay for the finished product on the basis of current raw material costs his soap would cost him considerably more than it does at present.

Producers generally look for high prices on soaps over the period of the next three or four months. The first six months of the year are usually the biggest ones in the soap industry and this year is not expected to be any exception. The only restraint apparently against the appearance of still higher prices for laundry soaps is the unwillingness of producers to get prices beyond a point that can easily be maintained. Both domestic and foreign business is running at a comparatively heavy rate. There is an outlook that tallow may react slightly during the latter part of this month and early February, but there can be no permanent change with the statistical position of provisions and allied products as strong as they are at present so that by February and March a resumption of the advance in tallow may be anticinated.

Buying of laundry soaps by the West Indies, South America and Mexico has been one of the big features of the market of late. For the time being the outlet to Mexico is restricted, pending the settlement of an agitation which has been started in Mexico to raise import duties on laundry soaps to 20 centavos per kilo or \$3.66 per box, against the existing tariff of 12 centayos per kilo or about \$2 per box. There are a certain number of soap manufacturing concerns operating in Mexico, but it is not believed that they have as yet achieved the perfection of American standards in their manufacture and it is doubtful if they are able to place a brand of soap on the market which can compare with American standards. What amounts to a general feeling is that the proposed increase in the Mexican tariff will be thwarted. Even if the higher rate is adopted, howver, it is believed that Mexico will still be a good customer

for American laundry soaps, despite a higher tariff.

While there is a general supposition that higher tallow prices are nearly always followed by an advance in prices for soaps, this does not always happen. A great many soap manufacturers are able to offset part of their increased overhead resulting from higher raw material costs by larger recoveries of glycerine from their soap production. During the last six weeks the war scare in Europe has resulted in a jump in dynamite glycerine to 17½ cents. The situation in glycerine is made acute through the demand for crude, which is due to a delay in the shipment of purchases made some time ago in France and also to the possibility of war as a result of the occupation of the Ruhr by the French. Of course the latter is a liberal interpretation since there is always more or less buying of dynamite on the part of Europe for mining and blasting purposes. With French exchange rates falling, however, it would not be surprising if dynamite glycerine purchases could be made by France to better and better advantage.

Back of the steady enhancement of tallow values during the last few months has been the enormous export movement resulting from the fact that American prices for tallow were lower than world prices during the greater part of 1922. Last statistics available, those for the nine months ending September last show that the exports of edible grades of tallow for that period totalled some 24,058,862 pounds as contrasted with 10,749,517 pounds of all kinds of tallow for the corresponding period of 1921. The advance in tallow is in no special way related to the imposition of a duty of ½ cent per pound under the Tariff Act of 1922, against the duty free basis existing in the previous tariff, for at no time since the passage of the tariff act has the duty levied on tallow been in any way operative. In fact the only function of the ½ cent duty is its nuisance value to the American manufacturer of soap.

The last import movement of any consequence in tallow was during the nine months ending September last when only 1,495,415 pounds were brought into the country, which is regarded as insignificant. The outward movement of tallow has continued since September, the exports during that month amounting to some 1,868,891 pounds. continued to advance during October, but the rise did not prevent the exportation of some 1,450,629 pounds during that month. Our market approached world prices after that time, as shown by smaller exports. On October 30, 1922, prices for good Australian mixed in London, Prime packers in Chicago and City extra in New York stood on an absolute parity, but the London prices again moved forward, surpassing prices in the American market. time since October 30 has the price of extra city tallow at New York been on a parity with the price of good Austra-lian mixed in London. Prime packers' tallow in the Chicago market at its peak for the period covered from November 17 to 22 inclusive, exceeded prices in the London market by a fractional degree over ½ cent per pound, but again dropped below the parity of London on December 1, while on December 15 the relative prices were again a fraction of a degree below 8½ cents for good Australian mixed in the London market; 8% cents for prime packers in the Chicago market, and 7% cents for City extra in the New York

Coincident with the jump in prices for tallow there has been a steadily stiffening market for all kinds of vegetable oil products which go into the production of soaps. The larger buyers of vegetable oils have anticipated their requirements by placing long term contracts ahead. Offerings of many products are only being made sparingly and handlers are reluctant to quote nearby deliveries owing to the advancing trend of the market. Cocoanut palm and soya bean oils are all feeling the impulse of buying by soapers, while olive oil has been quite firm despite the outlook that production in Italy will be considerably larger.

In order to set at rest fears of an acute impending shortage in edible oils and fats it need only be remembered that the combined exports of hogs, lard, cotton seed oil, lard substitute, oleo stearine and other edible oils and fats from the United States for the year 1921 amounted to roughly 1,400,000,000 pounds out of a total production of over 3,600,000,000 pounds and that at the same time imports of foreign vegetable oils were effectually inhibited by the Emergency Tariff duties, it can be seen that many years must elapse before American demand for edible fats and oils equals the supply. It is for this reason that fears of a runaway market for soaps at this time are deemed highly improbable, although there is every indication of good steady buying around current price levels.

## CARBOHYDRATE CHAIN IN SYNTHETIC FATS

At the recent meeting of the British Association at Hull an interesting paper was presented by Dr. Helen S. Gilchrist on "The Preparation and Constitution of Synthetic Fats Containing a Carbohydrate Chain," which is briefly summarized as follows by the London Chamical Age:

summarized as follows by the London Chemical Age:
The products obtained when a carbohydrate chain is coupled with the unsaturated groups characteristic of natural fats have been studied with the object of establishing the constitution of the synthetic fats thus obtained. As shown by Lapworth and Pearson, α-methylglucoside and mannitol both combine, on heating in the presence of sodium ethoxide, with the oleyl residues of olive oil, thereby liberating glycerol. The present research has proved that in the first case a mono-oleate is initially formed, whilst in the second two oleyl groups enter the hexitol chain. This condensation is immediately followed by internal dehydration, the carbohydrate chain, in each case, losing one molecule of the fatty residues remaining intact. water. methylglucoside mono-oleate and mannitan di-oleates are definite chemical individuals. On methylation they yield definite chemical individuals. On methylation they yield monomethyl derivatives, which, however, are unstable even in the high vacuum of the Gaede pump. On being heated with acid alcohol these methylated compounds each give methyl oleate, together with an alkylated sugar derivative. In both cases the anhydro ring in the molecule persists during hydrolysis, and thus a passage is opened into the anhydro-sugar derivatives and alcohols. nation of the above cleavage products confirms the views already held regarding the mechanism of the reactions discussed, and complete structural formulæ are assigned to the original "methylglucoside" and "mannitol fats."

#### Deodorizing Animal Odors in Fat Recovery

French patent 528,153 has been granted to Alfred Bourdin for a method of deodorizing and sterilizing liquids obtained in working up carcasses of animals, and for simultaneously recovering the fat. When carcasses are heated with water in closed vessels, ammonia is produced, which may partly saponify the fat to a soluble soap, which is lost in the water. To avoid this, the water is collected in a tank, treated with sulphuric acid, and the fat, which comes to the surface, collected. The fat is then completely saponified with sulphuric acid. The residual water, containing ammonium sulphate, can be used for fertilizer or worked up into ammonium sulphate.

#### Vegetable Oil and Allied Trades in France, 1921

The Washington Bureau of Foreign and Domestic Commerce has received from Consul Wesley Frost, at Marseille, an interesting survey of the French vegetable-oil industry. This report goes into much detail regarding prices, foreign trade, and productions of both the finished product and the raw materials entering into the manufacture of French oleagenous products over a period of years. Lack of space renders it impossible to publish the report, but those who are interested may examine it upon application the Foodstuffs Division of the Bureau of Foreign and Domestic Commerce at Washington. Refer to file No. 69796.

#### Laundry Preparation with Good Lather Properties

(Ger. Pat. 332,649, E. Reinfurth, Karlsruhe).—During or after manufacture, a stock soap is mixed with a watersoluble salt of  $\alpha$ - or  $\beta$ -naphthalene sulphonic acid (preferably an alkali or ammonium salt, or both), a loading ingredient, such as clay, being added if desired. In making the stock soap, a portion of the fatty acids may be replaced by  $\alpha$ - or  $\beta$ -naphthalene monosulphonic acids or a mixture of the two.

## Canadian Patent for Hydrolysis of Oils

P. J. Freyer has received Canadian patent 223,833 (1922). In the hydrolysis of oils to produce glycerol, fatty acids, etc., coloidal clay expedites the process and effects a greater yield, is the claim.

#### BLEACHING OF OILS AND FATS\*

By ANT. E. COHEN, Chemical Engineer

The tests were made in the apparatus shown in the ad-Water was used as the heating liquid.

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Through the cock (A), which was also used for drawing off the material, a gas could be introduced so that the bleaching might take place in a medium other than

For comparison, a colorimeter filled with bleached oil was used. The use of potassium bichromate or picric acid solutions for comparison is to be advised against, as differences in color always appear which make accurate matching impossible. If a carbon of very fine structure, as for example norit, is used as a bleaching agent, a very thorough filtration is necessary; otherwise small particles of norit give the oil a green color and thus make the colorimeter reading difficult or impossible.

In order to obviate possible effects of the air, carbon dioxide was blown through. This gas was first dried and then heated before being used. The bleaching was always continued for 15 minutes, followed by filtration with a hot water filter. The oil used was freed from

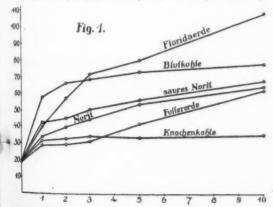
EFFECT OF THE TEMPERATURE.—The following series of experiments on sesame oil show that bleaching was better at higher temperatures, but that the differences were very

Bleaching Agent an			B. C.			Colorimeter Readings After Bleaching at				
	BI	eachin		ed	rer	Cent	-	50° C.	70° C.	90° C.
	per	cent	Norit					29	30	33 39 44
2	per	cent	Norit					36	37	39
	per	cent	Norit					41	42	44
1	per	cent	Fuller's	Earth				28	29	28
ĝ			Fuller's					27		28
3	Der	cent	Fuller's	Earth	1			30	30	31
			Florida					69	70	71

The same observations were also made with other oils and the remaining determinations were carried out at a fixed temperature (90° C.).

COMPARATIVE EFFECT OF DIFFERENT BLEACHING AGENTS.

-Sesame oil was used. Norit, Fuller's earth, Florida clay,



blood charcoal, bone charcoal and acid norit were tried. Norit is a pure, amorphous carbon with a very high, constant power of adsorption. Acid norit retains some acid

\*From Seifensieder Zeitung, 1922, p. 340.

condensed on its surface, while basic norit contains some alkali.

The unbleached oil had a reading of 18 in the colorimeter. Fig. 1, in which the quantities of bleaching agents are used as abscissæ and the colorimeter readings as ordinates, shows the comparative effects of the bleaching agents used. Florida clay gave the best results, although the blood charcoal had a somewhat stronger effect in the lower con-centrations. The bone charcoal showed a peculiarity, in that the bleaching effect did not increase with greater con-

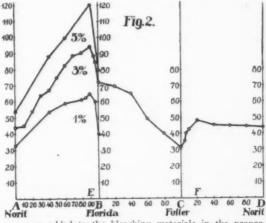
DURATION OF THE BLEACHING.—This had only a very slight effect. Tests which remained in the apparatus 2 minutes, or those which remained in it half an hour, gave the same reading in the colorimeter. But the fact must be taken into consideration that during the slow filtrations the bleaching agent, after it has been drained out of the apparatus, still remains in contact with the oil for some time.

EFFECT OF THE AIR.—The following question was of importance: Does the air have a harmful effect at the temperatures here used? Should one work in a vacuum or in carbon dioxide or hydrogen currents at temperatures below 100° C.? Or can one heat the oil in air without danger of oxidation? Tests with and without carbon dioxide were made. Dry and heated air was also passed through the oil, always with the same result, namely, that the readings dif-fered little from one another, as the following series of experiments shows:

				With CO <sub>2</sub>	Without CO.	With dry
3	per	cent	Norit, sesame oil	44	44.5	40
3	per	cent	Fuller's earth, sesame oil	31	32	3.4
3	per	cent	Florida clay, sesame oil	71	70	69
3	per	cent	Norit, soya bean oil	43	46	4.3
3	per	cent	Norit, palm kernel oil	65	66	66

This shows that the oxidation of the oils used, in air at temperatures below 100° C., is negligible.

WATER CONTENT OF THE BLEACHING AGENT.—The oils used were dried carefully, as were the bleaching agents, the former in a vacuum, the latter in a drying oven. Water



was now added to the bleaching materials in the propor-tions shown below. The per cents of water refer to the tions shown below. The per cents of w weight of the oil. Sesame oil was used.

		Per	Colori- meter Reading				Per	Colori- meter Reading
3%	Norit	0.5	49		Fuller's			31
3 %	Norit	2	51	3%	Fuller's	Earth	2	32
	Norit		5.2	3%	Fuller's	Earth	5	27
	Nomia	1.0	6.3	201	E. H '.	E andla	10	26

The readings were therefore somewhat better for norit. It must also be noted that by using norit containing moisture, filtration becomes much easier.

COMBINATIONS OF BLEACHING AGENTS .- Since there are several coloring matters in natural oils, and since one ad-

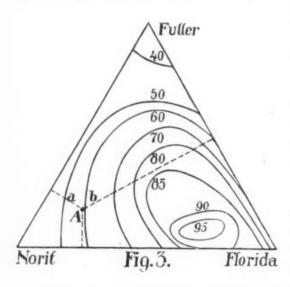
sorption medium offers a better adsorbing for one par-ticular coloring matter than for another, it is not surprising that mixtures of bleaching agents may give better results than single substances. In the following figures the percentages of bleaching agent are measured along the abscisse and the colorimeter readings are again laid out along the ordinates, as is done in physical chemistry for

systems with two components.

Fig. 2 shows the Norit-Florida, the Florida-Fuller, the Fuller-Norit "system," for sesame oil, 3% of total bleaching agent being used in each case. Point A corresponds 100% norit, B to 100% Florida clay, and C to 100% ller's earth. E is a mixture of 90% Florida and 10%fuller's earth. norit: F is a mixture of 80% fuller's earth and 20% norit,

A sharp maximum appears (Fig. 2), that lies in the same place for 1%, 3% and 5% bleaching agent. There is certainly no auxiliary effect of the bleaching agents, for the same result as in Fig. 2 (namely, a maximum reading of 93) was attained when the bleaching agents were used one after the other, or in other words, when one bleached with 2.9% Florida clay, filtered off and then bleached with 0.1% norit.

Combinations were also made with three bleaching ma-We can imagine the three bleaching agents (norit, Florida clay, Fuller's earth) at the angles of an equilateral The perpendiculars from any point in the triangle to the sides give the per cent combination for this point.



Point A in Fig. 3 is therefore a % Florida clay, b % norit and 100 minus a minus b % Fuller's earth. By indicating the readings on the colorimeter by a perpendicular to the plane of the triangle, we obtain a three-dimensional figure, which is the Norit-Florida-Fuller system for sesame oil. By means of a greater number of determinations the three-dimensional figure could be represented in clay. we imagine a particular point on the perpendicular and a parallel plane laid through it, the plane will cut the three-dimensional figure and we can project the section on the base

If we do this for a number of points we get Fig. 3. The line 90, for example, gives the composition of bleaching materials which gave the reading 90 on the colorimeter. Point A is therefore a combination which gives a bleaching of 60, etc. We may call these lines isochromes

Figures 4 and 5 give the two-component systems for soya bean oil and palm kernel oil. Here again we see the ap pearance of maxima, as in Fig. 2. If the assumption made at the beginning is correct, namely, that the appearance of the maxima is only the result of the existence of several coloring matters, these maxima could not occur if the tests were repeated with a colorless oil colored with a simple coloring matter. In this demonstration a sesame oil bleached water-white (reading 195 on the colorimeter) was colored butter-yellow with dimethylaminoazobenzol.

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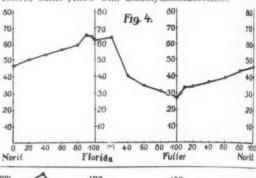
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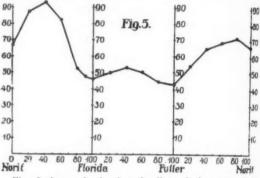
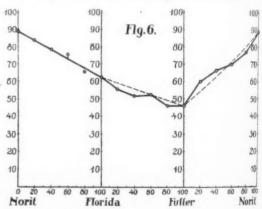


Fig. 6 shows clearly that the lines deviate very little from straight lines. There is no sign of a maximum.



SUMMARY: - The deductions are epitomized as follows:

The effect of the temperature is very slight. The duration of the bleaching is not important. Below 100°C. the air has no harmful effect on the bleaching.

The presence of moisture improves the bleaching and makes the filtration easier.

Under some conditions combinations of bleaching agents increase the bleaching efficiency.

#### Swiss Use Austrian Money to Wrap Soap

The value of the Austrian krone has fallen so low that a Swiss soap manufacturing concern is using 10 krone notes as wrappers for its product. This novel means of advertising has attracted much attention and at the same time is being done without expense, as the notes cost less than the wrappers formerly used.

#### MANUFACTURE OF SOAP: 1921 CENSUS

(Continued from page 519)

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lishments in other industries, aggregating \$21,140,000 in 1919, are not at present available for 1921; hence all items are not actually comparable.

Total value	1921	1919 \$337,880,000
The soap industry	\$240,116,000	\$316,740,000
Subsidiary soap products from other industries	(1)	21,140,000
	Soap Industry	
Hard Soaps: Quantity, pounds Tallow foots and olein soaps. Toilet soap Dye soap Soap chips Other hard soaps. Value Powdered Soaps:	Only 1,741,002,000 903,258,000 195,347,000 1,319,000 497,163,000 \$163,041,000	All Industries 1,855,257,000 1,072,390,000 179,350,000 21,710,000 181,837,000 399,970,000 \$227,051,000
Quantity, pounds Abrasive Non-abrasive Value	576,270,000 198,087,000 378,183,000 \$29,144,000	466,536,000
Liquid Soap: Pounds Value Soft Soap:	5,965,000 \$768,000	10,033,000 \$1,255,000
Pounds	50,756,000 \$2,313,000	74,463,000 \$3,925,000
Pounds Value Glycerin: Crude, for Sale—	26,183,000 \$2,269,00 <b>0</b>	36,302,000 \$3,568,000
Pounds	19,710,000 \$1,912,000	18,228,000 \$2,483,000
Pounds	39,307,000 \$6,088,000	47,377,000 \$11,461,000
Stearin: Pounds Value Value	3,223,000 \$316,000	3,140,000 \$825,000
Candle Fitch: Pounds Value	5,958,000 \$92,000	5,211,000 \$91,000
Candles: Pounds Value Red Oil (Commercial Olein Acid):	4,559,000 \$327,000	5,483,000 \$819,000
Gallons Value  Perfumes and Toilet Preparations:	930,000 \$416,000	433,000 \$476,000
Value	\$15,115,000 18,315,000	\$12,635,000 73,290,000

<sup>(1)</sup> Figures not yet available.
(2) Included above with value of hard soaps.

#### UNITED STATES PATENTS GRANTED

Camille Deguide, of Enghein, France, has been granted patent 1,440,211 for a continuous process for the manufacture of caustic soda or caustic potash. This patent is for a process for the production of caustic alkali, consisting in decomposing a barium poly-basic silicate by water and an alkali-metal sulphate.

A patent, No. 1,439,685, for a process of producing light colored fatty acids, has been granted to John W. Bodman, Western Springs, Ill., assignor to William Garrigue & Co., Inc., New York. Five claims are made for the process, which includes evaporating dark colored fatty acids and commingling the vapors with a heated gaseous carrier. A further description can be found in "Patents," page 515.

Andrew J. Leonard, West Branch, Mich., has received patent 1,441,100 for a hand washing compound. This is a composition of matter consisting of water, lye and animal fat boiled and mixed to produce saponification, gasoline, denatured alcohol, paraffine sealing wax, potassium carbonate, sugar, camphor gum, powdered boric acid and oil of mirbane compounded in relative proportions substantially as described.

#### Holland Once More Exports Oils

The most important event of recent years in the vegetable oil industry is the change of Holland from an importing to an exporting country, reports Consul Frank W. Mahin, Amsterdam.

#### FEATURES OF SOAP MATERIAL MARKET

(Continued from next page)

last week at 10½c. per pound New York, and Crude Corn Oil changed hands at 10c. Middle West. Corn Oil is firm, and only a few tanks seem to be available from Middle Western producers. Prime Green Italian Olive Oil Foots have been quiet during the past week, but cables from Italy do no show any weakness in the European situation.

January 15, 1923. A. H. HORNER.

#### Industrial Chemicals

The decidedly heavier contract movement featuring in-dustrial chemical markets has emphasized the favorable position reached in many lines of industry. There has been a steady call for supplies and leading factors have been voicing a great deal of optimism as to the future outlook. The leading producers of alkali products are so well booked ahead that they are not particularly anxious to contract too far ahead into the Spring and Summer months. Except for a slight lull during the holiday period due in large measure to inventory taking last year's advances in chemical business have been continued in the new year; in fact, the extension of previous gains has been noteworthy in not a few directions. To be sure, export business has been none too good since English and German producers have been successful in re-establishing business relations with their old customers, but the improvement in various European monetary units, particularly the pound sterling, has led to the conviction that soda ash, caustic soda, sulphuric acid, blue vitriol and the boraxes will be wanted in increasing quantities by foreign consumers during the coming year. The enormous increase in domestic consumption of industrial chemicals during the last five months of 1922 is expected will be continued during the first six months of the new year. At any rate, with the advent of the deflation of the markets, the disappearance of the unemployment prob-lem and with stocks in the hands of consumers small, and with the disrupting process of tariff revision pretty well discounted the trade may look forward with confidence to renewed manufacturing activities and prosperity during the coming year. A bit of trade gossip which has occasioned the keenest interest is the revival of offers of long term contracts for basic potash salts by German producers.

#### Other Soap Making Materials

Stocks of both turpentine and rosins at primary points are down to a low point as the high prices prevailing of recent months for rosins has resulted in a rapid marketing of the late production. Inventory taking has occupied the majority of the consuming trades during the past few weeks. The big factor in rosins last year was the unusually heavy foreign demand. Export business has been quieter of late, but with prices on a more attractive basis there is every reason for expecting a big year. Heavy purchases of tallow by the producers of stearic acid and red oil have stiffened the former product materially. Greeces, tallow and a number of allied products have all gone up materially during the past month in keeping with higher prices for provisions.

#### GERMAN PATENTS FOR SOAP POWDER

German Patents 310,122, 310,123 and 310,625, A. Imhausen, Witten, are described as follows: In the first patent, liquid soap is cooled down to about zero C. and then slowly rewarmed to room temperature. During the cooling it is kept energetically stirred, thus forming a fine, crystalline powder, which does not require grinding. In the second, a mixture of soap, soda and suitable filling ingredients is blown to foam in a pressure vessel, and left under increased pressure, being afterwards forced through a nozzle into a super-cooled chamber and discharged on a conveyor, the temperature being slowly raised again. In the third patent, which is one of addition to the first, the fluid mass is treated with super-cooled gases, such as liquid air. This air, in vaporizing, exerts a powerful oxidizing action, thus bleaching the crystals of soap powder.

### MARKET REVIEW ON TALLOW, ETC.

#### TALLOW

(Written Specially for This Journal.)

The sudden advance from the 8c level to the 9c selling price of the New York Extra grade brought about a condition which is causing the large soapers to assume a more conservative tone and the trade in general has shown an unwillingness to follow these prices.

Since the middle of last week, values here have shown a weaker tendency with some producers willing to sell their output, in quality practically equal to the New York Extra grade, at a reduction of \( \frac{1}{8} \)-\( \frac{1}{2} \) c per pound.

The markets in the middle west and western points have held very firmly although stock is offered more freely.

As underlying conditions are fundamentally strong it would appear to be useless to look forward to any decided break in prices.

Greases are holding firmly up to top prices with 8-81/4c for the good quality, low acid House Grease, and other grades at relative quotations.

January 17, 1923.

TOBIAS T. PERGAMENT.

#### GLYCERINE

(Written Specially for This Journal)

The price for Chemically Pure Glycerine has not changed in the last month, although refiners are firmer than they were, when our last letter was written. In Dynamite and Crude, however, the market has advanced over 1 cent per pound, due to active buying on the part of the explosives manufacturers, about the end of December and to the situation abroad. The foreign markets are lower than ours, but the fear here is, that the European countries will not allow Glycerine to be exported, if an actual state of war exists, among the larger nations, and this will work a hardship on United States, for we must still look to Europe for a part of our needs, in the way of Crude Glycerine. At time of writing, the buyers who have been recently operating in Dynamite, on a large scale, claim to have withdrawn from the market, having obtained all they needed, for a period in advance; this may be so, but even if it is, they will have to come in again in another month and as their regular Spring season begins early in March, we look for a good demand from now on, especially if general business is to continue in a satisfactory shape, as it has been for the last six months. Unless something unforeseen happens, we see no reason to expect any weakness in Chemically Pure, which is today quoted at 181/2 cents, in bulk.

January 16, 1923.

W. A. STOPFORD.

#### VEGETABLE OILS

(Written Specially for This Journal)

Since our last letter Vegetable Oils have been very active and prices of most oils have advanced, due to heavy buying by soap manufacturers. There is, at present, a heavy demand for some oils for nearby deliveries, but many of the consumers, having purchased some time ago, are well supplied for the present and are just watching the situation closely.

Cocoanut Oil is in fair demand, but buyers are now not

as anxious to cover their future requirements as they were a few weeks ago when prices were lower. Some people are of the opinion that Cocoanut Oil is at its peak, at least for the present, and that lower prices will be seen shortly. However, the primary market in Manila is strong and no offerings have recently been received on bulk shipments, excepting at prices even higher than are now being quoted by importers, in tank cars. The Copra situation in the Orient continues to be very firm.

Palm Oils have been moving very lively, and the demand at this writing is heavy—not only for nearby, but forward deliveries as well. Niger is not available today below 736c, per pound, and only a limited quantity of Lagos Oil is to be had at 734c. New York. Most importers are quoting

higher prices.

Crude Cottonseed Oil is difficult to buy in round lots. Trades were made at 95%c in the south last week, but most sellers are holding for 934c, and 10c. Even at these prices offerings are not being made freely. Soya Bean Oil sold

(Continued on Preceding Page)

### SOAP MATERIALS Tallow and Grease

Tallow, New York, Special, .0834c. Ed09½c. Yellow grease, New York, .086 grease, New York, .093410c.	lible, New @.08½c.	York, White
Rosin, Savannah, Jan. 16, 1923.		
Common to good		4.95c 5.40c 5.80c 6.05c 6.75c
per 1b	.127/8@	.13
Oils		
Cocoanut, edible, per lb. Cocoanut, Ceylon, Dom., per lb. Palm, Lagos, per lb. Palm, Niger, per lb., nominal. Cotton, crude, per lb., f. o. b. mill. Cotton, refined, per lb., New York Soya Bean, per lb. Corn, crude, per lb. Castor, No. 1, per lb. Castor, No. 3, per lb. Peanut, crude, per lb. Peanut, refined, per lb.	.10½@ .09½@ .08 @ .07¾@ .085%@ .095%@ .11¼@ .11¼@ .11¼@ .11¾@ .12¾@ .12¾@ .15¾@	.095% .0834 .113/2 .113/4
Chemicals		
Olive, denatured, per gal	.09 @ 3.50 @	1.15 .09¼ 3.60 2.10
N. Y. Salt, common, fine, per 100 lbs. Sulphuric acid, 60 degrees, per ton. Sulphuric acid, 66 degrees, per ton. Borax, crystals, per lb. Borax, granular, per lb. Zinc Oxide, American, lead free, per lb.	9.00 @	.06 ominal 9.50 15.00 .06 .06 .06

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#### MANDARIN TERPENELESS

As well as all other Italian Terpeneless and Handpressed Oils.

### D. M. BAKARDJIEF, KARLOVO, BULGARIA OTTO OF ROSE

As it comes out of the still

#### AROMATIC CHEMICALS AND SYNTHETIC FLOWER OILS OF OUR OWN MANUFACTURE

Citronellol Citronellol Acetate Rhodinol Rhodinol Acetate Lilac Sweet Narcissus Geraniol Geranyl Acetate Gardenia Heliotrope Fleur Oriental M Rose (American Beauty) Linalool Linalyl Acetate (70% and 90%) Jacinth Rose Jasmin White Syringa Wistaria

Address all inquiries to Sole U. S. and Canadian Representatives

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32 CLIFF STREET

**NEW YORK** 

Our Chemists Are at Your Service for Any Information That You May Desire at Any Time Free of Charge,



—they express refined beauty which harmonizes with the shape, surface and color of bottle, jar or box.

"The outside evidence of inside quality."

See other side for list of representatives.

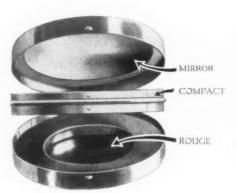


Jhe STANLEY MFG.G. DAYTON, O.



# STANLEY VANITY CASES

The most practical of double compacts with STANLEY'S Embossed Metal Top Decoration.



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Get in touch with our nearest representative or write direct.

MR. S. WOODSON HUNDLEY . . . New York City Representative 202 W. gand Street, Phone Riverside 9830, NEW YORK CITY, N. Y.

MR. CHARLES A. RINDELL . . . . Middle Western Representative 139 North Clark Street, Phone Randolph 2469, CHICAGO, ILLINOIS

MR. F. J. KUGLEN . . . . . . . . . . . . . Eastern Representative

MR. R. F. STIDHAM . . . . . . . . . . . . . . . . California Representative P. O. Box 141. OAKLAND, CALIFORNIA

MR. RICHARD HOFMANN . . . Southern California Representative 315 W. 6th Street, Phone 64158, LOS ANGELES, CALIFORNIA

The STANLEY MANUFACTURING CO.

See other side for Samples of Stanley Labels.

Members of American Manufacturers of Teilet Articles Association

#### THE BEST OF COSMETICS



THIS company's reputation among manufacturers of toilet preparations has been gained by the unfailing merit of its products, specialized personal service and extraordinary facilities at their disposal.

No more significant comment on the value of our products could be offered than that the customers we serve have come to look upon our organization as an integral part an extension of their own sales and manufacturing departments.

Reap the benefits of our experience.

JULIUS SCHMID, INC., NEW YORK

423-439 W. 55th Street

# American Synthetic Aromatic Chemicals Perfumers Raw Materials



### **Progress**

ORE real progress has been made by the American manufacturer of perfumes and toilet articles within the past few years than in the twenty-five (25) years previous; and while the development of the perfume industry in America has made tremendous headway, the educational side of the use of perfumery must be considered in the stage of infancy.

During the five (5) years in which greatest progress was made in American perfumery, we were cut off from many of our sources of supply of raw material. The American chemist was thrown on his own resources, not only to supply the demand for synthetic organic materials existing at that time, but to supply the increased demand of a newly extended market. During that time the American chemists faced a great many difficulties in the way of training chemical workers, obtaining raw materials, etc., but they succeeded in supplying the demands of the manufacturers of perfumery. To-day

raw materials are available, at prices which are reasonable, and in view of this we again have instituted a new line of research, which has now borne fruit.

#### PHLOX

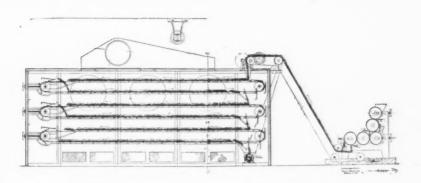
Having created a new perfume base, Phlox, we are using this method in introducing our product to the American manufacturer. A blotter impregnated with our new product, Phlox, has been mailed. If you have not received our perfumed blotter, advise us and a blotter, as well as a sample of our product will be mailed to you immediately.

In announcing our new product, Phlox, we want to thank our friends for having co-operated with us in the past, and assuring our fullest co-operation with every user of chemical perfume products in America, we are.

Yours for progress,

VAN DYK & CO. 4-6 Platt Street New York, N. Y.

In making perfumes with Denatured Alcohol, insure the quality by specifying Van Dyk & Co.'s brand Diethyl Phthalate.



### H.-A. CONTINUOUS DRYER

The construction and operation of the Houchin-Aiken Continuous Dryer for soap, unlike all others on the market, utilizes BOTH sides of the dryer aprons, thus increasing the capacity of the machine very much. The aprons are made of perforated steel, and will never wear out.

The design of the dryer makes possible a much more economical distribution of heat, and a consequent saving in steam, while it has a positive circulation of warm air currents, with the incoming cold air chilling the warm, dried chips before being heated and drying soap.

The machine is adapted for drying both laundry and toilet soaps, direct from kettles or crutchers.

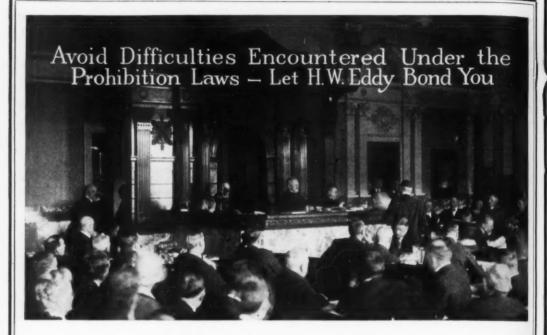
The capacity may be made according to purchaser's requirements, the machine being constructed in sections.

# Houchin-Aiken Co.Inc.

Engineers & Machinists

26 COURT ST.

BROOKLYN, N.Y.



## My Service

THE many details to be complied with and the difficulties encountered under the Prohibition Laws are responsible for the existence of my office.

Over 12,000 firms, who have qualified under the Prohibition Laws, are now patrons of my office.

Between \$30,000 and \$40,000 is annually expended by me in service gratuitously rendered to my patrons. This service includes the proper drafting of applications for permits and the supplemental forms from time to time as required; and, also,

the annual preparation of renewal applications, ready for signature. In addition, thousands of inquiries for information under the Prohibition Laws are answered. Practically every question that has arisen under the Prohibition Laws has been answered by my office.

My service department is a clearing house for all difficulties experienced by permittees.

No charge is made for the extensive service I render my patrons; and the price at which bonds are sold is the same as others charge.

Troublesome Details Are Eliminated For You Nothing For You to Do But Sign Your Name

### H. W. Eddy

Specialist in Non-Beverage Distilled Spirits Bonds

**506 OLIVE STREET** 

ST. LOUIS, MO.

Collapsible Tubes

Western

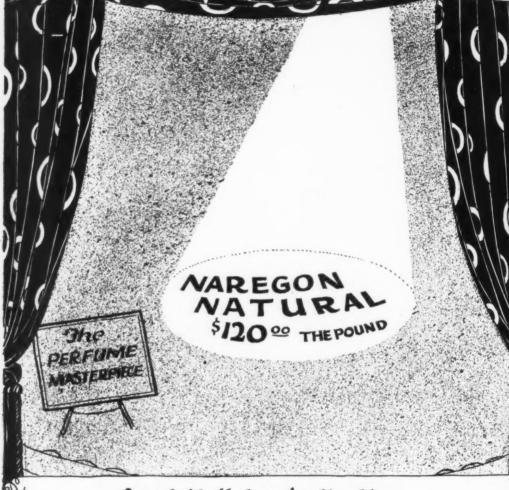
Quality
and
Service

Western Cartridge Company

INCORPORATED 1898

EAST ALTON, ILL

# Natural Products Co. PRESENTS



Sample Mailed on Application

### NATURAL PRODUCTS @.

FINE BASIC ODORANT MATERIALS

175 FIFTH AVENUE NEW YORK,U.S.A.

"The Perfume Makes The Difference"

# FOR YOUR CONVENIENCE AND PROFIT—

We specialize in the manufacture of high grade Toilet products on which you can be proud to put your name.

Lemon Cream, Massage Cream, Cold, Vanishing, Dental and Shaving Creams; Hair Tonics, Shampoos; face and Talcum powders; Toilet Waters and Perfumes.

These are our leaders—But we can supply anything you may need in the line of toilet preparations or specialties.

And we will give you service, "As You Like It," supplying either in bulk or in beautifully attractive finished packages—at truly astounding prices!

Unless you have an elaborately equipped Laboratory, with a minimum overhead, we can, because of quantity production, turn out this class of merchandise to better advantage and much more economically than you.

Why not write us about it! Doing so puts you under no obligation—And no order is too large or too small.

We Can Save You Money.

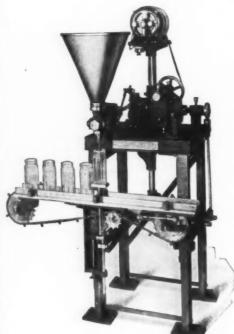
Prices, Samples and Full Details on Request.

COMMERCIAL LABORATORIES, Inc. NEWARK, NEW YORK STATE



### Filling Machines

for cold cream—vanishing cream—salve—paste—etc.



A girl is unusually skillful if she can fill an average of 20 doz. jars an hour by hand. But that same girl with a Karl Kiefer Filling Machine will fill 50 to 300 doz. jars an hour (depending on the size of the machine used.)

With this saving of labor, packaging costs are cut to a mere fraction of the cost of hand work, and the money invested in the machine is quickly returned.

With Kiefer machines, the filling is permanently clean and accurate—the result of fine, accurate construction of all operating parts. Acid-resisting metals which will not affect the product are used.

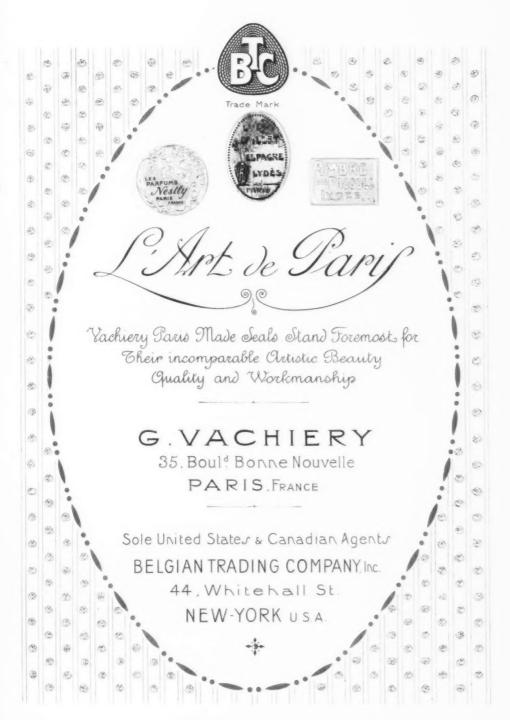
Above is the Automatic Mono-Piston Filling Machine—capacity 100 to 125 doz. jars an hour. It fills a solid pack from the bottom up.

Below is the Visco Filling Machine—capacity 175 to 300 doz. jars an hour. It is wonderfully accurate, clean and simple.

We also make Jar Levelers, Screw Capping Machines, Belt Conveyors, Jar Rinsers, Driers, etc. Write for catalogs.



The Karl Kiefer Machine Co. Cincinnati, O.



### VACHIERY SEALS

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Breathe Refinement

THE CHOICE OF LEADING FRENCH PERFUMERS

Pre-eminently Exclusive owing to their FAULTLESS WORKMANSHIP, EXQUISITE BEAUTY and INCOMPARABLE QUALITY VACHIERY Seals tend to make the appeal of your product Irresistible, Give your Product the Charm of Exquisite Refinement through the use of VACHIERY Made Seals

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Our Quality is unexcelled.

Our prices amazingly low.

Our service prompt.

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BELGIAN TRADING COMPANY INC.

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# Three Star Non-Beverage Grain Alcohol —the Perfect Solvent for Perfumes

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TRIPLE distilled grain alcohol—smooth, penetrating, crystal clear—with all of its virgin purity preserved and the only government objection met by blending with colorless, odorless absolutely neutral diethyl phthalate is now offered to Perfumers in the popular 39B and 39C formulas.

Our alcohol is made from a very high grade of corn and affords a perfect solvent not only for the most delicate perfumes but also for the less expensive perfumes and toilet waters. We court your approval.

THE GEO. WIEDEMANN COMPANY

THREE STAR NON-BEVERAGE GRAIN ALCOHOL

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### ALCOHOL BONDS

For Industrial Purposes

Specially Denatured

Non-Beverage

### First in the field of Alcohol bonding we still retain Supremacy

ASK YOUR ALCOHOL DEALER ABOUT US

A very large number of the most reputable and financially strong users of industrial alcohol throughout the country have placed their bonding interests in our hands for many years.

We have specialized exclusively in Suretyship for twenty-five years.

We can save you time, trouble and expense.

TELL US YOUR NEEDS.

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Specialists in Suretyship

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Detach, fill out and send to us.	
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entlemen:	
We are interested to learn your conditions and terms for writing for us a non-beverage alcohol bond Form	1530
the sum of \$, and its p	
nniversary date is	
Name of Permittee	
Street Address & City	

#### GLASSWARE AND APPARATUS FOR PERFUMERS

### Plain White Vials

Hand made of heavy glass with stoppers and rods. Ground tight. Capacity 3cc (9-10 vials will hold 1 ounce).

Ideal for Sampling

Deliveries Immediate from Stock



### Filling Apparatus

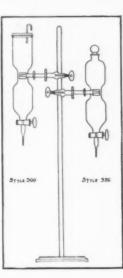
We specialize in the manufacture of apparatus for Small Vials and Bottles.

Style 300, complete, \$10

Style 350, complete, \$12

Special styles or sizes desired made to order or specification.

Write for full information.



### Colored Striped Perfume Vials

Complete line of colored striped perfume vials in numerous styles, colors and sizes.

Non refillable perfume vials—a new creation to build sales for your perfumes.

### Sealtight Capping Material

Watertight, airtight, immune to alcohol, ether, oils or grease. Easily applied, low in cost.

### Laboratory Glassware

Full line of laboratory glassware and apparatus of all descriptions.

Write for Samples

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Quality Products

"THE STANDARD BY WHICH ALL OTHERS ARE JUDGED"

### KREMOL

Registered

A pure white mineral oil of exceptional quality especially refined for use in manufacturing COLD CREAMS, NOSE and THROAT SPRAYS and general pharmaceutical purposes. Made in two grades—LIGHT and HEAVY.

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A medicinal white mineral oil of super-quality. Manufactured especially for *Internal Use*. Made in five grades—LIGHT, MEDIUM, HEAVY, EXTRA HEAVY and SPECIAL HEAVY. All grades more than conform to the requirements of the U. S. P.

### SHERPETCO

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#### PETROLATUM

AMBER U. S. P.

EXTRA LIGHT AMBER U. S. P.

CREAM WHITE U. S. P.

SNOW WHITE U. S. P.

SNOW WHITE U. S. P.

Manufactured from strictly PENNSYLVANIA CRUDE, filtered for COLOR, TASTE and ODOR.

### SHEROLINE

Registered

A synthetic petroleum jelly, snow white in color, used as a base for COLD CREAMS. CAMPHOR ICE, SALVES, OINTMENTS, etc.

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General Offices

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Refinery, Coraopolis, Pa. Telephones: Sunset 8049 Sunset 7862

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Eastern Works, Brooklyn, N. Y.



# Service and Quality

I F your powder or rouge is of the highest quality—and you pack it in a beautiful container—then complete the package with an Alva compact puff.

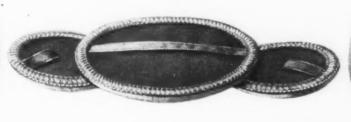
Alva compact puffs are made of pure Lambs wool, Eiderdown, Wool-Fabric and Velour. They may be had with satin, chamois or leather backs in any color to suit your color scheme.

Low operating costs enable us to quote most attractive prices.

Send us your puff-we will be glad to quote on it.

### ALVA MANUFACTURING CO.

Lindenhurst, Long Island N. Y.





Increase your production Cut your operating expense Reduce your waste

60 to 90 containers per minute Actual Working Speed

#### FILLS ACTUAL WEIGHT

For filling liquids, semi-liquids or paste.

Galvanized Iron Hopper— 24x26 in.

Floor space-24x26 in.

Total height-70 in.

Roller chain drive.

1/3 H. P. Motor, complete with switch, cord and plug.

Write us your requirements

WE MEET ALL DEMANDS

The WEPPLO

Manufacturino Company 733-737 North Carpenter St. Chicago

# Better Powder Puffs

for all sizes and styles of compact boxes

• Puffs that beautify your package and completely fulfill their purpose—to take up and apply powder effectively.

Of Made only of the softest, purest lamb's wool, woven into plush on our own looms at New Rochelle, N.Y.

Q Orders are being booked now for 1923 Spring deliveries.

### MAURICE LÉVY

HYGIENOL BUILDING 120-122 WEST 41st STREET NEW YORK

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### A Renaissance Suggestion

The subtle charm of a dainty, artistically wrought ROWELL paper box with its rich coloring and distinctive design encasing a product of merit—is irresistible.

There is a suggestion of the Renaissance in the octagonal box that has made it a favorite container for face powders of the better sort.

E. N. Rowell Co., Inc.

Batavia, New York



Pencil Box-one of our many specialties



FOR the handling of large quantities of small boxes of every description for the Drug and Allied industries, our Factory is equipped with modern, automatic machinery that is the last word in paper box manufacture.

But the mechanical features of our work are no more important than the quality of our service.

E. N. Rowell Co., Inc.

Batavia, New York

#### BIG DRUGGISTS' SHOW TO BE HELD IN MADISON SQUARE GARDEN—FEBRUARY 19-22

#### Prominent manufacturers of perfumes, toilet-articles, and all merchandise sold in the Drug Store to exhibit and lend support to movement.

The Druggists of New York, headed by Majority Leader Senator James J. Walker of the New York State Senate, will give their patrons of the City of New York a gigantic party at

New York a gigantic party at Madison Square Garden from February 19th to 22nd. This big week, which will be known as Druggists' Week, will be a methodical propaganda to make the city realize that their most valuable merchandizing center is the DRUG-STORE, and that New York's Stores maintain the highest general standard in the world.

### Manufacturers Invited to Show

Reputable and standard manufacturers have been invited to show their products at the Garden, to aid the association in its publicity campaign and also to avail them of an opportunity to meet the membership of the organization. These invitations have been snapped up by the leading creators in the various lines for which the Druggist is the principal contact with the Public. Over one hundred and fifty separate and distinct lines of merchandising will be on display.



Site of February Show

#### Druggists to Distribute Tickets

The compliments of the local druggists will go with the tickets which will be delivered to the regular patrons of the Drug Stores of the Greater city. This guarantees the distribution and attendance of at least 150,000 people during the period of four days. Every Exhibitor of the show will receive ten tickets for each square foot of space he occupies. The name of the products to be displayed will be imprinted on the back of the coupons. This means an actual display to 500,000 people of the name of the exhibitor's merchandise.

#### How to Become a Participant

By writing to the CHAIRMAN OF THE EX-HIBITORS' COMMITTEE,

Madison Square Garden, New York City, manufacturers may obtain application blanks for space. Recognized Jobbers and Distributors may be awarded space in the "Heart of the Industry Section" by making application to the same address in the same way. There is no charge for space in this section, but no goods will be permitted on exhibition. Representatives of Jobbers and Distributors will be permitted to have headquarters with desks and chairs which may either be rented or furnished by themselves, to meet the Retailers and renew their acquaintances. Orders may be taken by Jobbers, and special bulletins on Free Goods or Price Adjustments will be published and posted for the benefit of the Retailers opposite the Jobber's name in the Trade Directory which will be erected in the center of this sec-

#### Value to Manufacturers and Trade

Nothing like the step taken by the Druggists of New York here has ever been attempted in the history of the trade. A real effort will be made at the exposition to bring about a more cordial co-operation between the Manufacturer and Distributor or Jobber, and between the Distributor or Jobber and the Retailer. Committees are now being formed to promote this plan and lay it before the conventions to be assembled in concrete form.

#### Attractions Galore for Public

Contests for beauty, touching the fineness of skin, hair, teeth, and hands for which \$5,000 in prizes have been set aside will be keenly competed for. The Retail Druggists are now getting entries from all different parts of the city for these various competitions.

Awards will be made the manufacturers of the articles used by the contestants in the order of their placement in the contests.

Paul Whiteman, Inc., will furnish the music for the occasion and the many new preparations which will make their metropolitan debut at the Exposition will interest the layman who is ever looking for the latest development of this kind.

#### Sales Promotion and Publicity

Nothing short of perfect results for the wise and efficient manufacturer will result from this exposition, according to the plans of Senator Walker. In his opinion, as expressed to the Association at one of its meetings, the policy of the Manufacturer and Jobber depends on the exactions of the Retailer. When the Druggists of New York include all of the progressive merchandisers, they will be a powerful force in the maintenance of high business standards, elimination of sharp practice, and a promotion of a policy of live and let live for anyone.

The exposition will crystalize the theories and efforts of many minds and many hours of sincere application, and the support that manufacturers have shown so far indicates that DRUGGISTS' WEEK will start a movement throughout the country for similar attractions in other cities.

With the assistance of skillful promotion which successfully handled expositions in New York, and Chicago of similar nature, the details are in good hands. The Headquarters for the show are at Madison Square Garden, Telephone Penna. 3267.

### The READ Three-Speed Emulsifier



# Facial Creams Tooth Pastes Shaving Creams

and various other products where efficient mixing is an important operation

## Read Mixers

are made to suit all kinds of mixing problems.

5 Sizes to Select From

Write for Further Information.

## READ MACHINERY COMPANY YORK, PA.

Manufacturers of

MIXING, SIFTING, WEIGHING and CONVEYING MACHINERY

HIGHEST HONORS AWARDED AT INTERNATIONAL EXHIBITIONS FOR 40 YEARS

### DE LAIRE

The Pioneer Line of

Synthetics for Perfumes and Soaps

CASSIE JASMIN NEROLI

Ambre 83 Bouvardia Civette Cyclamen Jacinthe Lily of the Valley Mousse de Chypre Mousse de Saxe Sweet Pea Tilleul

Alcohol Cinnamic Alcohol Phenylethylic Ionones Musks Hydroxycitronellal

Apply for price list and samples to FABRIQUES DE LAIRE DODGE & OLCOTT CO. New York

Sole American Distributers

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### National Prohibition and Narcotics Laws and Official Rulings and Regulations

THE laws, rulings and regulations up to date in bound form, supplemented by Bulletins during the entire year, 1923, as important information, new rulings and regulations are issued by the Government. Looseleaf binder furnished to preserve the bulletins.

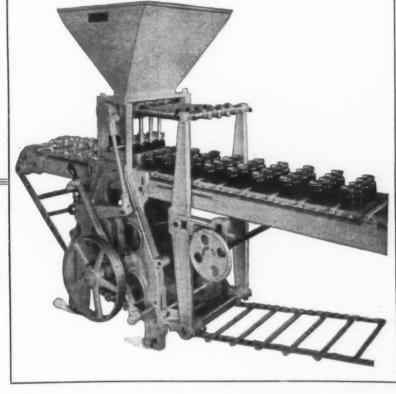
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Fills Clean and Accurate

Capacity 60 to 100 Jars per Minute

### The "Superior" Type Filling Machine

PATENTED DEC. 27, 1921

FILLS DIRECT OR FROM THE BOTTOM UP

One of our many models designed to fill such products as

Vanishing Creams
Pastes Salves
and All Semi-Solid Products

Special attachments for scraping off jars level, and special metal used for acid products

THE FILLER MACHINE CO., Inc. PHILADELPHIA, PA.

Original Inventors and Manufacturers

New York Office: B. F. ADAMS, Mgr. 799 BROADWAY

Hand Filler for smaller capacities



Does away with the spatula. Write for details.



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### Synthetic Flower Oils

Perfumes and Soaps Alex Brand

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Alex-Wallflower

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Alex-Eau de Cologne Alex-Lilac

### **Fixatives**

### Oil of Geranium **Synthetic**

Write for Price List and Samples

### Alex. Fries & Bro.

Established 70 Years

312-314 E. Second Street Cincinnati, Ohio



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Prime LEE MOOR, Bolted Grade of ENGLISH CHINA CLAY (KAOLIN).

Foreign— TALC -Domestic

FULLER'S EARTH (Genuine English)

INFUSORIAL EARTH PRECIPITATED CHALK PREPARED CHALK STEARATE OF ZINC PARIS WHITE WHITING—All Grades

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Founded A. D. 1848.

240 and 242 FRONT ST., NEW YORK

Chicago Representatives

A. C. DRURY & CO.

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Telephone Central 2349

### **Alexander Compact Rouge Machine**

### **FORMULAE**

furnished for toilet preparations, perfumery, liquid soaps, pharmaceuticals, etc., especially designed to meet requirements for Denatured Alcohol Permit.

### for Making Any Sized Compact

Formulae for Compacts, including new French type, furnished free to clients.

ROUGE AND POWDER COLORS

Geranium Red A-790— Maroon A-145 French Washed Ocher, Peach Base Ultramarine Blue— Indian Red



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### Perfumers & Jewelers Box Co.

Incorporated 1914

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Attractive, Well-made Boxes



OIL JASMIN SYNTHETIC | TERPENELESS OIL NEROLI SYNTHETIC OIL ROSE SYNTHETIC ORANGE AND LEMON

OILS

OIL SANDALWOOD E. I. PRODUCTS WELL WORTHY OF YOUR ATTENTION

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**ESSENTIAL** OILS

Importer and Exporter 52 LAIGHT ST. AROMATIC **NEW YORK** 

CHEMICALS

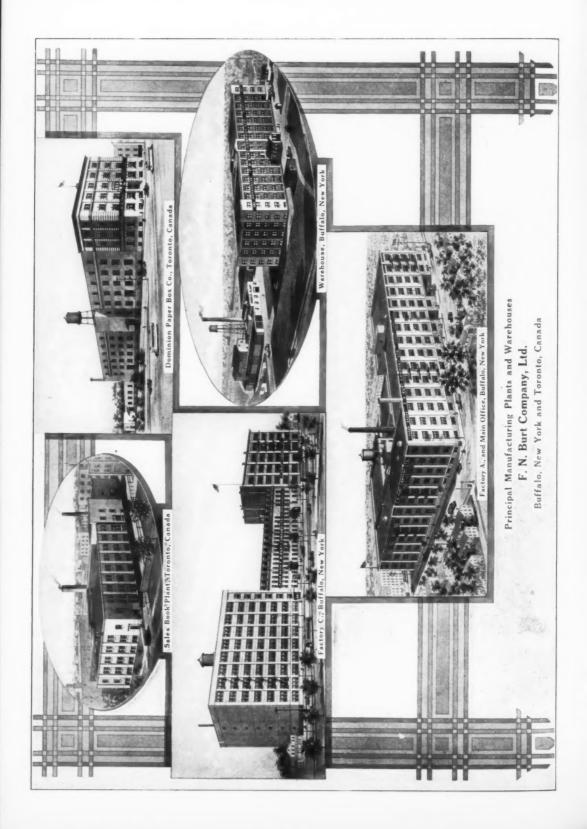
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# F-N-Burt Company Ltd. Specialists in

# Small-Fine Paper Boxes



MAIN OFFICE. 540 SENECA STREET, BUFFALO, N.Y.





What you should know about the Duplex Seal



1. Mechanical simplicity and scientific correctness—assuring an absolute and permanent air-tight seal.

LOOK at the illustration.

Metal flanges or undergrips on the cap which lock under the glass lugs on the neck of the container.

Both seal and container are so designed that when the seal is placed on the bottle and rotated a quarter turn of the wrist to the right, the metal flanges pass under the glass lobes and set up a spring pressure through the top of the seal which holds the liner down firmly at all times.

- Liners to meet chemical and physical requirements of the product.
- Standard designs or special seals having trademarks handsomely embossed or lithographed.
- Quick application by means of hand closing tools or power closing machines, where volume is necessary.
- 5. Two parts only. No springs, levers or wires liable to be broken by the customer.
- Opened by quarter turn of the wrist. Closed with the same easy motion—a positive resealing device.

The Duplex Seal protects the products of hundreds of manufacturers of food products, toilet specialties, household remedies, candies, etc., against deterioration, evaporation or leakage.

Practically all glass manufacturers can supply containers with a perfect Duplex finish to fit Duplex Seals.

Interesting information regarding the glass package art, artistic Seal designs, Seal liners to meet special chemical reactions, etc., gladly furnished by our Service Laboratories to manufacturers. Our new catalog is interesting.

The Duplex Seal

A PERFECT SEALING & RE-SEALING CAP FOR GLASS BOTTLES & JARS

NATIONAL SEAL COMPANY, Inc.,

Texecutive Offices - 14th Avenue and 36th Street, Brooklyn, N.Y.

Works - BROOKLYN, N.Y.

PORTLAND, ME.

D. Blaine Morgan, Pacific Coast Representative 34 Second St., San Francisco, Calif. Webster Bildg., 327 S. La Salle Street, Chicago, Ill. Liberty Central Bldg., St. Louis, Mo.

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Duplex Scals manufactured and sold in Canada by
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TOILET WATER AND PERFUME

# BOTTLES

STOPPERED, CAPPED OR FOR CORKING

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SYDNEY, N. S. W. Agency S87 George Street. GLASS WORKS, MILLVILLE, N. J. BUENOS AIRES, A. R. Calle Bolivar, 240.

RUBBER WORKS, KEYPORT, N. J.

Samples of our goods can be seen at our sample room, 14 N. Franklin Street, Chicago.



Also the equally famous U. S. Drum Multiple Disc Filter for perfect filtration of any liquid.

In addition, the U.S. Sanitary Bronze Pump with Electric Motor and all mounted on this heavy steel portable base with large rollers.



# Wm. S. Briefer & Co.

58 W. 38th Street

# Beautiful Vanity Puffs — Cosmetics

ET us figure with you on your requirements for Vanity Puffs, Lipsticks, Eyebrow Pencils and Cosmetique.

We have engaged the ablest talent available-men experienced both here and abroad-to manufacture these for you under your own name-and our prices and service will appeal to you.

Samples submitted upon request.









CLOSED

To retain, and even *improve* your business in tooth-powder, in the face of tooth paste popularity, it is necessary to *modernize* the package.

Write for sample.

# Telescope Top for Tooth Powder Cans

Designers and manufacturers of Sheet Metal Specialties—such as caps for talcum and tooth-powder cans and jars in Brass—Polished Nickel Plated, etc.—and other metals.

# BRASS GOODS MFG. CO.

345 ELDERT ST., BROOKLYN, N. Y.

# CITRONELLOL Prima \$7.00 per lb.

Special price for quantities

Quality: "P. F. W. Standard"

If you use Citronellol it is well worth while to write for a sample — T O D A Y —

Polak's Frutal Works, Inc. 180 Lafayette St., New York City (Canal 4160) **ESTABLISHED** 

1840

INCORPORATED 1922

# Shipkoff's Pure Otto of Rose

Main Offices: Shipkoff & Co., Ltd. Sofia, Bulgaria

Branch Office: Kazanlik, Bulgaria

Model factories: In all main centers of the Rose District.

Highest Awards Including four Grand Prizes. The test of cheapness is quality not price. Shipkoff's Otto of Rose is the cheapest, because it is the best in the market. It is absolutely pure and warranted free from any foreign matter. It is the standard brand—always pure, uniform and one quality only. To try Shipkoff's Otto once is to use it always. All high class perfumers use it.

None better.

Distributing depots: Paris, London, Hamburg and in all main perfumery centers.

Montreal Depot: 41-43 Youville Place.

Original packages: 4, 8, 16, 24, 32, 40, 48, 56, 64, 72 and 80 ozs.

**American Office** 

# SHIPKOFF & CO., Inc.

219 PEARL ST., NEW YORK, N. Y.



Appearance Can Arouse Desire

THEREFORE THE DISPLAY OF A PLEASING BOX PRODUCES A DESIRE FOR THE GOODS IT CONTAINS.

We Specialize in Round Face Powder Boxes
Write before placing your next contract.

The Randolph Paper Box Co., Inc. 1307-1313 Ross St. Richmond, Va.





# **FRENCH**

IMPORTED
CUT AND POLISHED
CRYSTAL PERFUME BOTTLES

Short, Narrow Neck-Leak Proof. Artistic Shapes and Designs.

The accompanying illustration shows one of the eight select models that we are in position to offer the American perfumery trade at about 15 cents C. I. F., New York.

Sample Sent on Request.

# **CHARLES BERGERET**

Representing

CRISTALLERIES DE NANCY, France 145 West 45th St., New York, N. Y.

# When You Buy-

Neumann-Buslee & Wolfe products you benefit by the combined experience of our specialists of long experience in the essential oil, aromatic chemicals and allied trades. This means service—whole-hearted service, dependable and reliable.



CHICAGO, ILL.

# LILAC VEGETAL

Of similar odor to that of the French Lilac Vegetal is seldom found on the American market to-day and we have found the reason for this to be that the perfumer has not adhered to foreign methods of manufacture. Our Lilac Vegetal manufactured in this country, compares favorably, because foreign methods of distillation and rectification are now used exclusively, enabling us to produce such a high type of oil.

We will very gladly send you a trial ounce of this oil for \$1.65 which will enable you to make one gallon of Lilac Vegetal or Toilet water for experimental purposes.

Per Lbs. \$25.00

"THE USE TEST IS THE ONLY TEST"

# COMPAGNIE PARENTO, Inc.

NATURAL AND SYNTHETIC RAW MATERIALS FOR THE PERFUME AND SOAP MANUFACTURER

General Offices: \$45 Fifth Avenue NEW YORK CITY Tel. Vanderbilt 4736 Works: CROTON-ON-HUDSON New York Western Office: 110 So. Michigan Ave. CHICAGO, ILL. Tel. Harrison 7207

# THE 3 BIG

DETERMINING FACTORS. WHEN BUYING COMPACT PUFFS—ARE:

Quality-Price-Service

Specializing in Compact Puffs of the better grade.



Send us your puff.
We would be pleased
to quote on same.

GENUINE NATURAL LAMBSKIN LAMB'S WOOL FABRIC. SATIN OR LEATHER BACKS.

# FRIEDMAN BROS.

313-315 W. 125th St.

New York

# Announcing

# ROSEOL J.M.

A new, powerful and sweet synthetic Rose Base for Powders, Creams, Soaps and Perfumes. A truly maximum rose for minimum price.

\$6.00 per lb.

Quantity price quoted on request.

Made in U.S. A.

Citronellol Linalool **Linalyl Acetate** Geraniol S. Citral C. P.

# Terpeneless Oils

Orange — Lemon — Limes Bergamot — Juniper.

These oils are completely terpeneless, as proved by their complete solubility in 2 volumes of 70% alcohol.

Industrial Aromatic Co. Manufacturers

4020 TENTH AVENUE NEW YORK CITY

# Collapsible Tubes

Guaranteed Not to Peel or Crack

Pure Tin or Lead Plain or Decorated



WHEELING STAMPING COMPANY

WHEELING, W. VA.

Eastern Representative GEO. K. DILLER B. E. STOVER, Sales Mgr., 90 West Broadway, New York

# No Signs of Letting Down

THE overwhelming demand for Solar hand made rouge and powder compacts continues to increase without the least indication of letting down.

Despite the exceptional increases we have broadened our facilities to such an extent that we are in a better position than ever before to supply promptly complete packages under your own name.

# SOLAR LABORATORIES, Inc.

329 E. 29th St. New York, N. Y.







# Imitation is the Sincerest Form of Flattery

We invite the trade to note that the double compact box shown above, and in the advertisement of the Solar Laboratories (on the reverse side) was originated by us and patents are pending,

As soon as these patents are issued, which we expect will be shortly, we shall take steps to protect our rights by proceeding against all who infringe.

Imitations have already appeared on the market and we take this means of issuing a friendly warning to the trade in order that future complications may be avoided.

We will continue to serve the trade as we have in the past by originating boxes and puffs of every description.

Write for Samples.

# Pallas Míg. Co.

71 Spring Street, New York, N. Y.



Pure and Denatured

# ALCOHOL

FOR MANUFACTURING, INDUSTRIAL, SCIENTIFIC AND TECHNICAL PURPOSES

# U. S. Industrial Alcohol Co.

Executive Offices: 27 William Street, New York

Branch Sales Offices and Distributing Warehouses

**NEW YORK** BOSTON **PHILADELPHIA**  BALTIMORE CINCINNATI CHICAGO CLEVELAND

ST. LOUIS KANSAS CITY, MO. ST. PAUL, MINN. PEORIA, ILL. DETROIT

**NEW ORLEANS PITTSBURGH** 

# For Toilet Powders

# PLYMOUTH STEARATES

# ZINC-MAGNESIA-ALUMINUM-CALCIUM ZINC OXIDE—JAVA RICE STARCH

# For Toilet Creams

PLYMOUTH REFINERY PRODUCTS

# COLD CREAM OILS—PETROLATUMS

IMPORTED STEARIC ACID

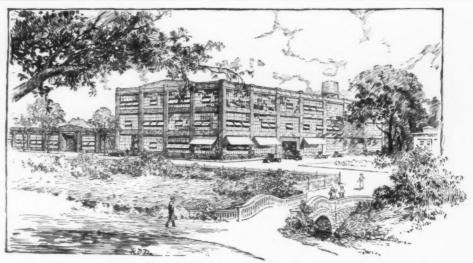
SUN BLEACHED WAX-CERESENE WAX-PARAFFINES

Exports—M. W. PARSONS—Imports

and

Plymouth Organic Laboratories

New York



# THE HOME OF PEERLESS TUBES

And Peerless Tubes are all their name implies in perfection of manufacture, in decorating and cleanliness. May we send you samples?

## THE PEERLESS TUBE COMPANY

48 Locust Avenue, Bloomfield, N. J.

Chicago Representatives: MEADOWS & TOWER 82 West Washington St. (Phone Central 5299)
Pacific Coast Representatives: GEORGE W. SMITH & SONS, 83 Natoma St., San Francisco, Calif.

# For Face Powders ---

# Stearate of Magnesia

Light. Great Adhesiveness. Pure White. Immeasurable Fineness. Heavy if desired. Dusts out under the puff like the finest pollen.

# Stearate of Zinc

Odorless. Impalpable. Pure White. Water-Resisting. Great Adhesiveness. Light or Heavy as desired.

We are manufacturing the foregoing on a large scale. At present our output is 100 barrels daily. Deliveries in any quantity from one barrel to a carload. Prompt shipments.

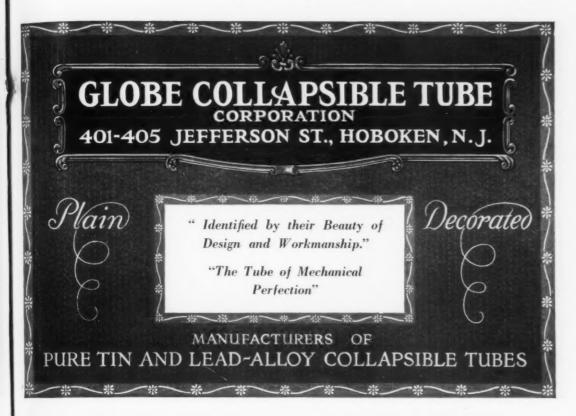
WRITE FOR SAMPLES AND PRICES.

# FRANKS CHEMICAL PRODUCTS COMPANY

55 Thirty-Third Street

BROOKLYN, N. Y.

Office and Laboratories
Bush Terminal Building
No. 9



# EVERGREEN CHEMICAL CO.

Blenders of Conc Flower Oils and Colors

Established 1898

9 CHURCH ST., NEW YORK

Try these few, Extra Quality and Value.

### FOR COLD CREAM

Rose "E," lb. \$25. 4 oz. to 100 lbs. A Cream "Seller" and Advertiser. Lemon Cream Oil, lb. \$12. 6 to 8 ozs. to 100 lb. Will not oxidize or burn the skin. FOR GREASE-LESS CREAM

Lilac No. 100 per lb. \$9. 6 ozs. to 100 lbs. Successful for 15 years QUININE "F" OIL

lb. \$7. Guaranteed to produce odor of the imported.

Full assortment of odors, various grades, for Creams, Face and Talcum Powders, and all Toilet Preparations.

We are Headquarters for

# Blended Conc Flower Oils

Booklet of Toilet Formulae, and complete price list on application; also if you have any difficulties to overcome, write us, we may be able to assist you. No obligations.





Importation

Consignation

# MUSC DE CHINE

(CIVETTE - CASTOREUM)

Tonquin Beans, Gum Benzoin

# AMBRE GRISETNOIR ESSENCE DE ROSES

DE BULGARIE-DISTILLERIE A KARLOVO
MARQUE "LA ROSE PURE"

Raw Products for Perfumery

Victor HASSLAUER (Established 1869)

8, Rue Pavée - PARIS

Telegr. ; Ambergris — Paris Code A B C , 5th Edn. Téléph. : Archives 40 - 44

# Cut Down Operating Costs With the HALLER

More efficient production means more profits.

Haller automatic rotary and bench filling machines materially reduce operating costs and at the same time increase the volume and uniformity of output.

No matter what your output is, we can reduce your operating costs.

Write for full information.

This cut shows our improved Six Tube Bench Filler for Any Size and Shape Bottles.

# McKenna Brass & Mfg. Co., Inc.

First Avenue, Ross and Water Streets Pittsburgh, Penna., U. S. A.



# GATTEFOSSÉ PRODUCTS

### SOME OF OUR LEADERS

LYFLOR SERIES (100% Pure Natural Essence)	\$ 9.25 per oz.
SUR FLEURS-L (Blend of Natural and Synthetic)	2.75 per oz.
2,000 (Extract Concentrated in vacuum)	2.75 per oz.
TAYLOR (Synthetic by Special Process)	14.25 per lb.
SPECIAL ORIENT (Synthetic with Oriental Tone)	8.25 per lb.

At your service with a wide range of odors in each of these series, also special Fixatives for same. It is a pleasure to send you samples.

Our CLARY SAGE at \$6.00 per oz, will give your products that natural flower tone so much sought for. It is simply remarkable in its effect.

# SOCIÉTÉ FRANÇAISE DE PRODUITS AROMATIQUES

Sole Agents for United States & Canada: COIGNET CHEMICAL PRODUCTS CO., INC. 17 State Street, New York City



Style No. J.S.-3853 Capacity % Ounces In Stock at Factory

# CRYSTALART

PERFECT—GRACEFUL MANY STYLES

# VANITY VIALS

WITH ROD STOPPERS

LARGE QUANTITIES—
ATTRACTIVE PRICES

TYING FLOSS FOR THOSE WHO NEED IT-ANY COLOR

# W. JOHN BUEDINGEN 152 West 42nd St.

NEW YORK CITY

# PERFUMERY IS ARTISTRY

A GREAT ARTIST DEMANDS GOOD PAINTS; but how much more the beauty of his picture depends upon the SKILL AND ARTISTIC GENIUS of the artist himself in COMBINING HIS COLORS than upon the quality of the paints.

A PERFUMER IS AN ARTIST IN ODORS. The quality of his products does indeed depend in part upon the quality of his raw materials, but far, far more so upon his ARTISTIC SKILL IN COMBINING THEM.

The beauty of an odor is not always in proportion to its cost. Let us show you what beautiful blends we can make for you at comparatively low prices. The following are a few examples:—

Briar Roselb.	\$7.50	Locust Buds	. \$12.00
Twin Roses	10.00	Orange Blossom Q '	12.00
Gardenia Q"	10.00	Orientol O	12.00
Lilacol	12.00	Bouquet D-K Q	12.00
Lily of the Valley Q"	12.00	Bouquet J	
New Mown Hay Q "	12.00	Bouquet Idealol Q '	12.00
Eau de Ouin	ine Aromatique.		



Send for samples of these as examples of our work and then let us compound for your exclusive use an equally fine product.

# UNITED LABORATORIES

Perfumers, Analytical and Consulting Chemists Manufacturers and Dealers in Perfume Materials

11 South William Street

New York, N. Y.

# VICTOR COLLAPSIBLE TUBES

ARE A FACTOR

The beauty of a Victor Tube is a factor in drawing the initial sale for your product—its mechanical perfection is a factor in the sales that follow.



We will make up a model for you in the form and colors of the finished tube—an actual tube (patented) designed to attract and to sell. And should you favor us with your order, you will agree that no tube could be made better, mechanically or artistically.

VICTOR METAL PRODUCTS CORP'N, 188 DIAMOND STREET, BROOKLYN, N. Y.

# BUTYRIC ETHER

(ETHYL BUTYRATE)

Butyl Butyrate Iso-Butyl Butyrate

Amyl Propionate Saponin Solution

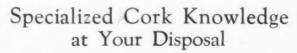
ESTABLISHED 1882

# THE NORTHWESTERN CHEMICAL CO.

The Largest Makers of Butyric Ether in the World

**WAUWATOSA** 

WISCONSIN



F OR 62 years it has been our business to supply Armstrong's Corks to the manufacturers of bottled preparations. During this time it is only natural, therefore, that we should have gained a complete knowledge of the cork user's requirements and problems, and thus be able to answer the question, "What kind and grade of corks will serve me best?"

Why not make use of this knowledge in your business? If you wish it, a conscientious study of your requirements and an honest recommendation as to the corks best suited for your use will be cheerfully made, on request, without obligation.

This is just one distinctive feature of the regular Armstrong Service. There are others that we should be glad to tell you about if you are interested.

ARMSTRONG CORK COMPANY

139 Twenty-third Street, Pittsburgh, Pa.

# ARMSTRONG'S CORKS



# **DEJONGE** Quality Papers



The business of this house was founded some seventyfive years ago to manufacture Surface-coated, Embossed and Art papers of the highest quality for perfume and toilet preparation Box Coverings. We shall be glad to have our branch representative call and help you select papers best suited to your requirements.

May we serve you?

# LOUIS DEJONGE & CO.

69-71-73 Duane Street NEW YORK

# A MILLION DOLLAR METAL BOX PLANT

at your service

CAPACITY PRODUCTION UNDER DIRECT CONTROL OF THE



TRECE

Incorporating a

# TRINITY SERVICE

and the saving of first costs at the outset of production, for either the BOXES, the POWDER PUFFS or COM-PACTS, INDIVIDUALLY or as complete packages—in fact, in any way you may desire SERVICE.

ORIGINAL
DESIGN-BUILT
PRODUCTS

INDIVIDUALIZED DISTINCTIVENESS

Vanity Boxes
Rouge
Powder Puffs

Read—Special Announcement on the three following pages—promulgating the TRECE EVOLUTION—SUCCESS.

A Million Dollar Vanity Box Plant at Your Service

Vanity
Boxes
in any
Quantity
Design
Style
Finish or
Metal

Standard-Finish Guaranteed Perfect Boxes

Polished
Ormulu
Roman
Gold Plated
Nickel
Gun Metal
Silver
Oxidized
Black Bronze
Etc.

# TRECE LEADS New Feature Vanity Boxes

Call on us before placing your new contracts for the year

We have designed FOUR NEW COMBINATION BOXES,—two triples and two doubles, with full size inner compartments—maintaining regular size dimensions with the added unique features. The new mechanical improvements featured in the construction of our new design boxes are far in advance of any of those now on the market and they allow for greater ease in opening without sacrifice whatsoever of finger nails. Must be seen to be appreciated.

Samples and Quotations cheerfully supplied on request.

Deliveries guaranteed in any Quantity, Style or Finish after February 15, 1923.



# TRECE LEADS Always In Advance

Our control of the entire production of a Million dollar box factory insures you prompt deliveries with guaranteed efficient service. If you want to "step-in-line" with our progress, we urge upon you to investigate the new, marked improvements which we have developed in the production of the regular 1½ and 2½ inch boxes for Rouge or Compact Powder, featuring highly polished, flawless finishes, Lustrous Black Bronze, Soft Satin finishes and Fancy Metals in various elaborate designs.

Samples and Quotations cheerfully supplied on request.

We will work out your suggestions, or create for you individualized, attractive creations.



A Complete Powder Puff Factory at Your Service

Powder Puffs
in
Wool
Eiderdown
or Velour
with
Satin or
Chamois Backs
made in any
individual color
scheme to harmonize
with your line, with
or without your
trade name.

Compacts
Rouge
Face Powder
Lip Sticks
Eye Brow Pencils
of the
Finest Texture
and Quality
Our
Specialty
maintenance of
Color Guaranteed

# The Foundation of Distinctiveness TRECE LEADS

With our unlimited supply of metal boxes in all styles and finishes on hand, together with the maintenance of our own POWDER PUFF FACTORY and TRECE QUALITY ROUGE and COMPACT POWDERS we know that we are today in a leading position to supply the trade with products of the highest quality at prices that are inviting—thus emphazing the TRECE TRINITY SERVICE—PRICE—QUALITY—DELIVERY.

Come to us with your big and little troubles and let us work with you.



# THE TRECE LABORATORIES, Inc.

130-136 WILLIS AVENUE, NEW YORK CITY

TELEPHONE, MOTT HAVEN 5900

Meadows and Tower, Western Representatives, 82 W. Washington St., Chicago, Ill.

# AUGUST GIESE & SON

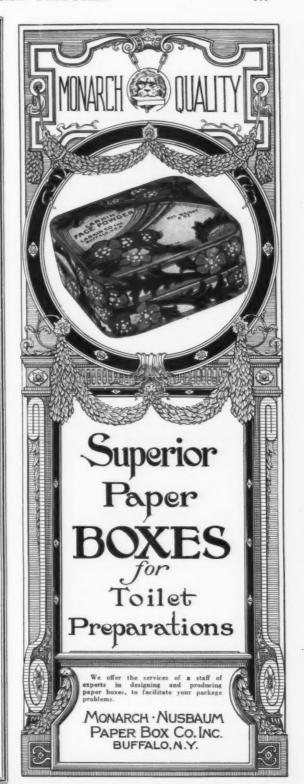
162 William Street New York

# FRENCH FILTER PAPER

HEAVY SOFT WHITE

20 IN. DIAMETER

In Stock in New York for Spot Shipment



### ADVERTISING LITHO DISPLAY CO.

DEPT. D. 799 BROADWAY, N. Y. CITY TELEPHONE STUYVESANT 9430-31-32

LITHOGRAPHED PACKAGE CARRYING DISPLAYS AND WINDOW SCREENS MADE IN ANY SIZE

BOSTON OFFICE 170 SUMMER ST. L. B. Newell, Representative Phone, Main 4231

> Stone Printing

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Offset

Printing

ROUGH

Our Service

Is From

the Sketch

to Delivery

of Display

to

Your Dealer

and on Time

SKETCHES

AND

CONSTRUCTIONAL IDEAS

FURNISHED

WINDOW

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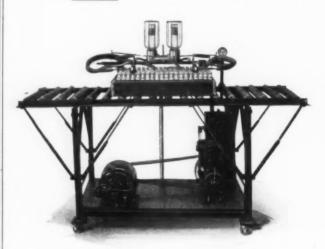
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POSTERS.

REQUEST

# Fills Any Bottle-Sprinkler or Ordinary Top

Quality-Service-Reasonable Price



St. Louis Representative: Corliss Machinery & Mfg. Co. St. Louis, Mo.

Cleveland Representative: A. K. Einstein Union Bldg., Cleveland, Ohio

The original vacuum filling machine - perfected and brought within the reach of all makers of perfumes, extracts, etc. Works equally well with any liquid or semi-liquid. Used in over 300 plants.

Rejects all cracked and broken bottles. Prevents overflowing.

Fills 1 dram to 1 gallon. We also build larger machines to fill several different liquids at one time; also to handle bottles of different size and shape at one time.

# International Filler Corp.

Factory

PETERSBURG, VA.

Middle West Representative G. E. TERWILLIGER Oak Park, III 125 South Oak Park Ave.



# EXQUISITE CONTAINERS OF BRASS WHICH RIVAL GOLD IN APPEARANCE AND WORKMANSHIP

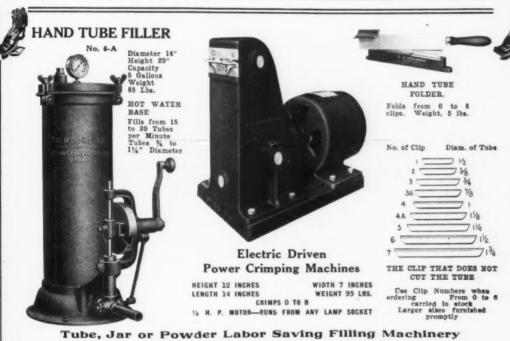
BY developing and controlling a brass which matches 14K gold in color—and combining Craftsmanship with Artistic Design, we are making brass containers which are ever more desirable.

BRASS MILL PRODUCTS MANUFACTURED GOODS TO ORDER

MILLS and FACTORIES: WATERBURY, CONN.



New York, Chicago, Cleveland, Boston, Philadelphia, San Francisco



Send for catalog of full line of hand and power equipment.

GEORGE G. RODGERS, Springfield, Ohio

# The Lorscheider-Schang Company

45 ANDREWS ST., ROCHESTER, N. Y. 1133 BROADWAY, NEW YORK CITY



Actual width 91/4 inches over all

Specialists in Fine Boxes

Complexion Powders and Perfumery

> This Company has for many years held a leading position in manufacturing boxes for the Toilet Goods Trade.

We solicit inquiries from responsible concerns in this line.

# RUTH GLASS CO.

Main Office and Factory, CONSHOHOCKEN, PA.
OUALITY AND MOST ATTRACTIVE PRICES



Above are but a few of the large and varied line manufactured complete by us

GEORGE G. McCASKEY, Rep.

Phone: Barclay 6518

53 Park Place

New York, N. Y.

# Liquid Soap

as clear as a crystal

is assured by filtering your liquid soap thru a

# SHRIVER Filter Press



The Shriver method is quicker, more economical and increases production.

If you are desirous of learning more about the filtration of liquid soap by means of a filter press—write us. We maintain a Service Bureau for just such a purpose.

# T. SHRIVER & CO.

890 Hamilton St. Harrison, N. J.

The filter cloth used is just as important as the filter press. We are in a position to supply filter paper or filter cloth, especially woven for filter press scork, at very close prices. Ask us to quote on your filter cloth requirements.

### DIETHYL PHTHALATE C. P.

Denaturing Quality. Specify our product for your 39B alcohol.

### BASIC MATERIALS FOR FLAVORING EXTRACT MANUFAC-TURERS

ALDEHYDES KETONES FRUIT ESTERS

Consult our Research Dept. about your flavoring problems.

### METHYL ANTHRANI-LATE C. P.

100% Crystals

Why may an excessive duty on imported Coal Tar Products?

# FLORASYNTH LABORATORIES, INC.

MANUFACTURING CHEMISTS

**EXECUTIVE OFFICES AND WORKS** 

UNIONPORT, NEW YORK

# ISO BUTYL INDOL

A Powerful Organic Product A Fixative of Quality WILL NOT DISCOLOR



### BENZYL ACETATE C. P.

Of finest quality and flowery character.

# THEODOR LEONHARD WAX CO., Inc.

Haledon, Paterson, N. J.

ESTABLISHED 1852



Specialties

Pure White Sun Bleached Beeswax Pure Refined Yellow Beeswax

Specify "T.L." Brand Pure White Sun Bleached Beeswax. Guaranteed under Food and Drug Act, June 30, 1906. Serial No. 4068.

0

Write for samples

Long Distance Tel. Lambert 8183





# **PURE TIN TUBES**

Our tubes are decorated on modern offset presses using steel faced electrotypes.

The work is handled with a care that produces the most brilliant and clean cut effect possible to secure.

Such tubes have the highest advertising value and will help to sell your product.

PENNSYLVANIA COLLAPSIBLE TUBE CO. WILLIAMSPORT, PA.





# HARD-WHITE-ODORLESS STEARIC ACID

MADE WHITE

PACKED TIGHT

DELIVERED RIGHT

Pure Stearic Acid in Convenient Size Cases RUB-NO-MORE CO. FORT WAYNE, IND.

# SUPERFINE SHAMPOO BASE

We have the finest Cocoanut Oil Base made for making shampoo. Complete formula with sample for the asking.

We also have a full line of White Mineral Jellies, Petrolatums, White Oils, etc. Write for samples and prices.

PENNSYLVANIA OIL COMPANY
412-420 N. Western Ave. CHICAGO, ILLINOIS



Taylor Instrument Companies

SALES Opportunities in Nail Clippers -:-

Write for full Information

THE H. C. COOK CO.

Ansonia

Conn.

# **MIRRORS**

for

# **VANITY BOXES**

# PROMPT DELIVERY

WE are the largest makers of special size mirrors for Vanity-boxes and other toilet articles and guarantee all our mirrors against defects of any character.

Specially packed for shipment out of town and guaranteed against breakage.

Actually Prompt
Deliveries

ROYAL MIRROR WORKS

187 MERCER STREET NEW YORK





# FROSTING LIQUID

produces a most beautiful velvety, frosted clear finish—a very simple process—immersion from three to five minutes is required—no expense to install plant—cost of frosting at least 75% less than your additional cost of frosted bottles—process is absolutely non-hazardous and no drying up-therefore, always ready for use.

Special prices on contract.

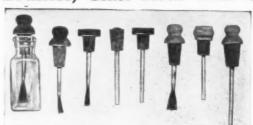
Trial quarts, \$3.00; Single gallons, \$7.50; 10 gallons or more, per gal., \$6.00 Packing Charges Extra.

L. REUSCHE & CO., 34 Union Square East, New York City EST. 1881

# Camel Hair Brushes, Glass Rods with Cork or Cap

WRITE for samples of our New perapplicators. Various new popular styles, in colors or plain. Help Sales of Perfume in Vials.

Write for Samples



signs in stock or made to order to fit your needs. Figures 3 and 5 in illustration have rubber stoppers.

Write for Samples

BENTON, HOLLADAY & CO., 368 W. 30th St., New York, N. Y.

# Ve Make a Specialty of These Soaps

UNIFORMITY of your LIQUID TOILET SOAP and SHAMPOO will enable you to increase your business.

BUCKEYE BASE SOAP will produce a liquid soap or shampoo that will be uniform in every An exacting chemical analysis insures the uniform composition of these soaps.

LIQUID SHAMPOO SHAMPOO BASE SOAP SHAMPOO PASTE LIQUID TOILET SOAP TOILET BASE SOAP SURGICAL GREEN SOAP

WRITE FOR SAMPLES AND PRICES

# THE DAVIES-YOUNG SOAP COMPANY DAYTON, OHIO



REG. U. S. PAT. OFF

TIP-TOP WHEAT PASTE POWDER.

into a Paste with Cold, Hot or Boiling Water. TRY IT SPHINX PASTE - For high grade

labels to glass or paper.

TINNOL—For plain or lacquered tins.

MACHINE GUM—For wood or paste-

CONDENSED PASTE POWDER-1 lb. makes 2 gallons snow white paste for general pasting purposes. For further particulars write

The Arabol Mfg. Co.

100 WILLIAM STREET

New York

# Glyzzerol B

A SUBSTITUTE FOR

C. P. GLYCERINE



# Dennisons Boxes of distinction (See other side)





# PFALTZ & BAUER, Inc.

300 Pearl St.

New York City

AGENTS FOR

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Wanted—Additional account of a reliable decorated can manufacturer, by experienced factory representative. Commission basis. Have own office. Address B. O. No. 1049, care of this journal.

New York manufacturer of barbers' supplies wishes to combine laboratory and factory with a similar firm for mutual economy. Address in confidence B. O. No. 1050, care of this journal.

Wanted—Second-hand machine for filling face powder boxes. Must be in good condition. State full particulars, price, etc. Address B. O. No. 1051, care of this journal.

Wanted—Job perfume, toilet water bottles; perfume, face powder boxes; talcum cans; cream jars. Oscar O. Becker, P. O. Box 323, New Haven, Conn.

For Sale—Arthur Colton collapsible tube filling machine, also tube closing machine, good as new; cheap. Described their catalog page 122 and 128. Dr. Zamborsky, Greensburg, Pa.

(Continued on page 118)



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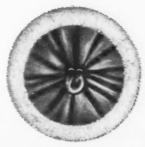
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**Pumice** 

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WHITE FLOATING

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Lancaster, Pa.

(Continued from page 116)

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Leading firm desires salesman, well educated, good appearance, under forty, for synthetics, essential oils, etc, Give full particulars in strict confidence. Address H. W. No. 1052, care of this journal.

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Dutch chemist having many years' experience in manufacturing important synthetic perfumes wants position in U. S. A. For particulars write: A. K. Haak-Baarsstraat 16, Amsterdam (Holland).

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SERVICE

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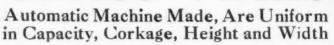
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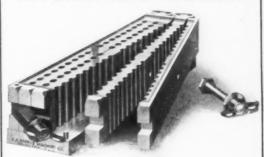
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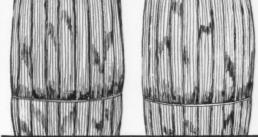




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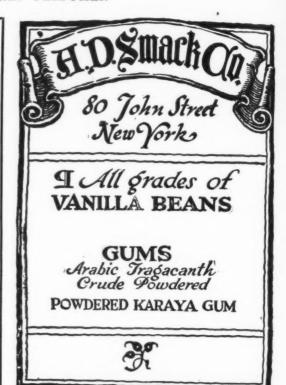
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Plain and Decorated

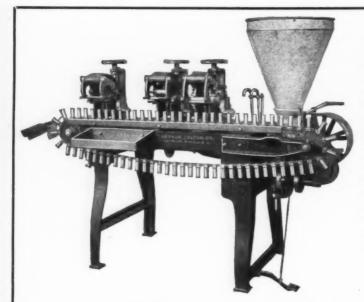
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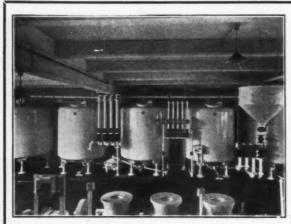
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Chemical nature of pro	oduct handled is
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COMPACT INFORMATION NO. 12

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